BIRD

Rugs and Floor Coverings

PATTERNS FOR 1938

BIRD

RUGS AND FLOOR COVERINGS *Armored with* BAKELITE*

CHROMALIN RUGS AND FLOOR COVERINGS

ECONOMY RUGS AND FLOOR COVERINGS

RUG BORDER

LINING FELT

RUBBERLIKE MATTING

BIRD FLOOR COVERING SALES CORP.

New York EAST WALPOLE, MASS. Chicago, Ill.

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Bird Floor Covering Sales Corp.

*All asterisks refer to the trade mark of the BAKELITE CORP.

Form No. 231-7-38-40M

Reception room at the home office of Bird and Son, inc. in East Walpole, Mass.

BIRD RUGS and FLOOR COVERINGS

There is a Bird Rug or Floor Covering for every person, purse and purpose.

Chromalin combines the two necessities, beauty and extreme durability. The color goes through the entire wearing surface. There is a complete selection of Plain and Jaspé, Chromalin, Chromasets, and custom designed Chromalin insets.

Bird Armored with BAKELITE Floor Covering, in which every particle of color is surrounded and protected by a tough armor of Bakelite, cleans easier, stays brighter, lasts longer.

Economy is a long-wearing, colorful, inexpensive hard surface floor covering.

Since 1795 Bird has grown steadily until today floor coverings, asphalt roofing and allied products, fibre shipping cases, paper cartons and a wide variety of allied products are guaranteed as quality products by the name Bird.

CHROMALIN

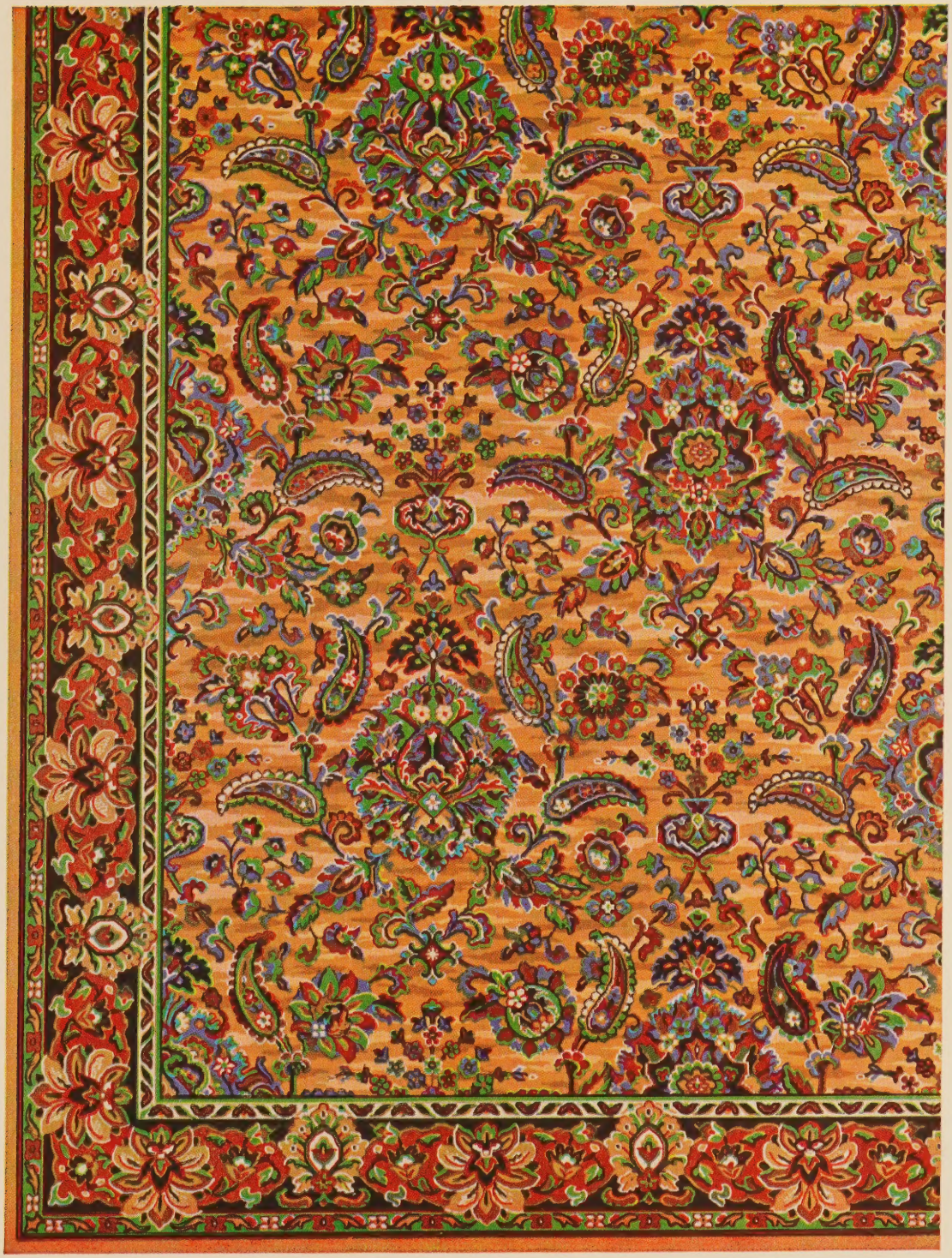
The Floor Covering of Durable Beauty

The last word in surface and patterns is Chromalin. The base is asphalt felt. The wearing surface is tough and satin smooth. It will stand years of hard wear and retain the original color and beauty of pattern. The variety and beauty of the patterns is evident in the entire Chromalin line, including Rugs, Floor Coverings, Plain and Jaspé, Assembled Borders, Chromasets and Custom Designed floors. Every floor covering process is absolutely controlled in our own mills.

There is a Chromalin pattern or design that is adaptable to any room in the house—to fit any scheme of decoration. Here is a custom built Chromalin living room, with specially designed inset in front of the fireplace.

IN HARMONY WITH THE MODERN

Chromalin Rug patterns are ideally suited to more formal rooms. The design used in this dining room is in perfect harmony with modern furnishings. Chromalin in any pattern *is* the modern floor covering.

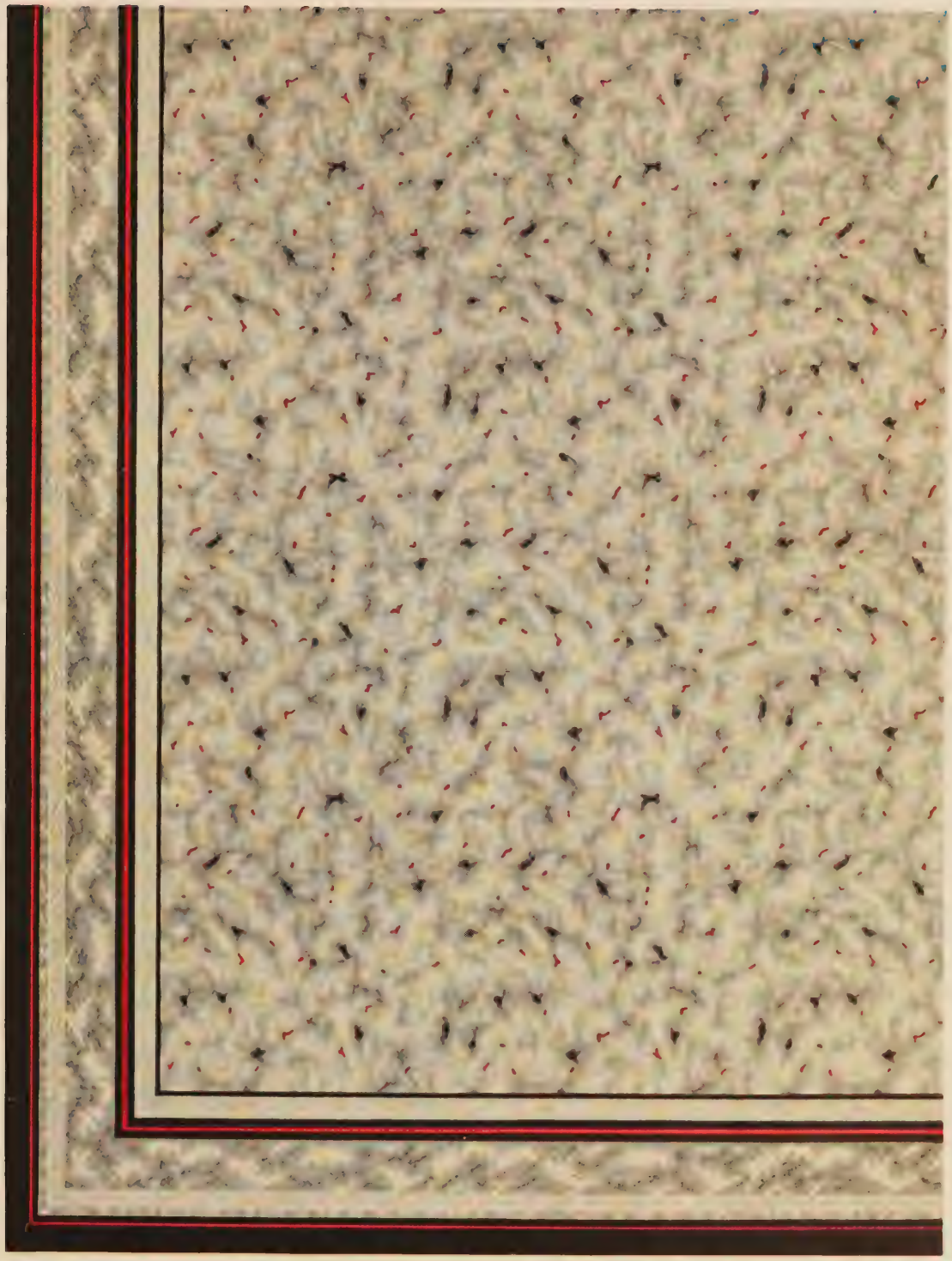


No. 9421 sizes 9x15, 9x12, 9x10½, 7½x9, 6x9, Repeat 36"

No. 9441 sizes 9x12, 9x10½, 7½x9, 6x9, Repeat 18"

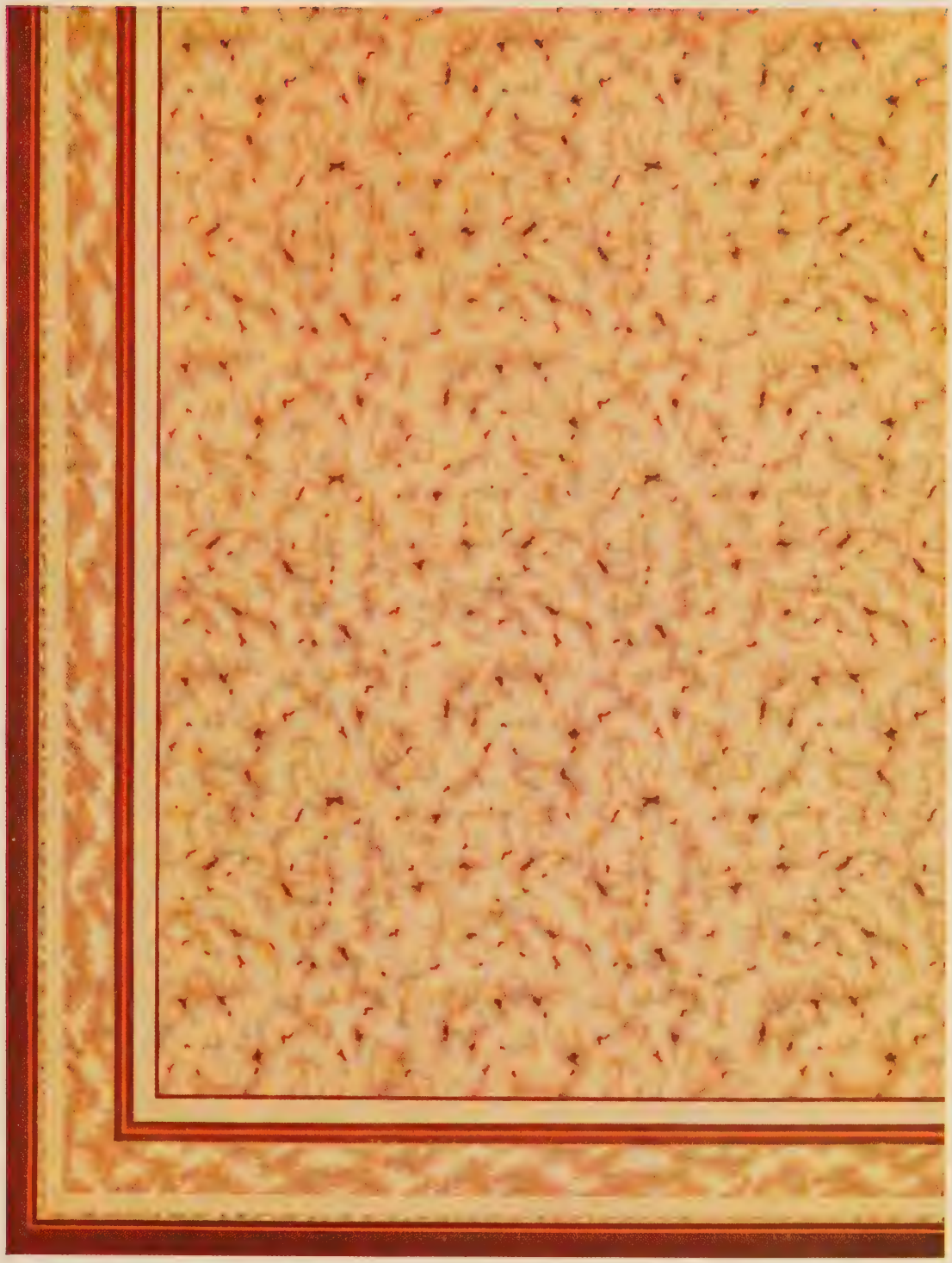
No. 9447 sizes 9x12, 9x10½, 7½x9, 6x9, Repeat 18"

No. 9425 sizes 9x12, 9x10½, 7½x9, 6x9, Repeat 36"



No. 9436 sizes 9x12, 9x10½, 7½x9, 6x9, Repeat 18"

No. 9381 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"



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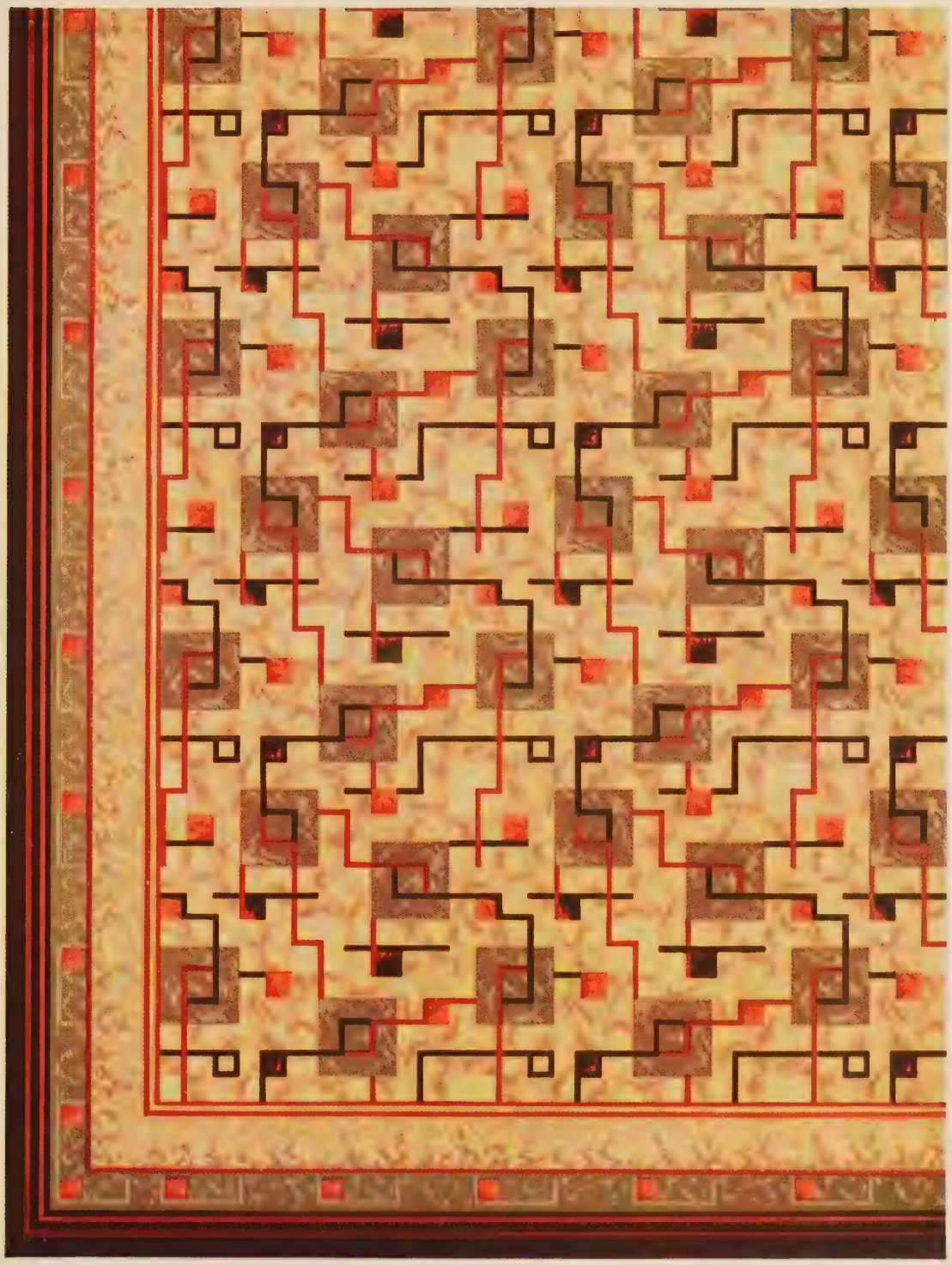
No. 9412 sizes 9x15, 9x12, 9x10½, 7½x9, 6x9, Repeat 36"

No. 9411 sizes 9x15, 9x12, 9x10½, 7½x9, 6x9, Repeat 36"

No. 9383 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"



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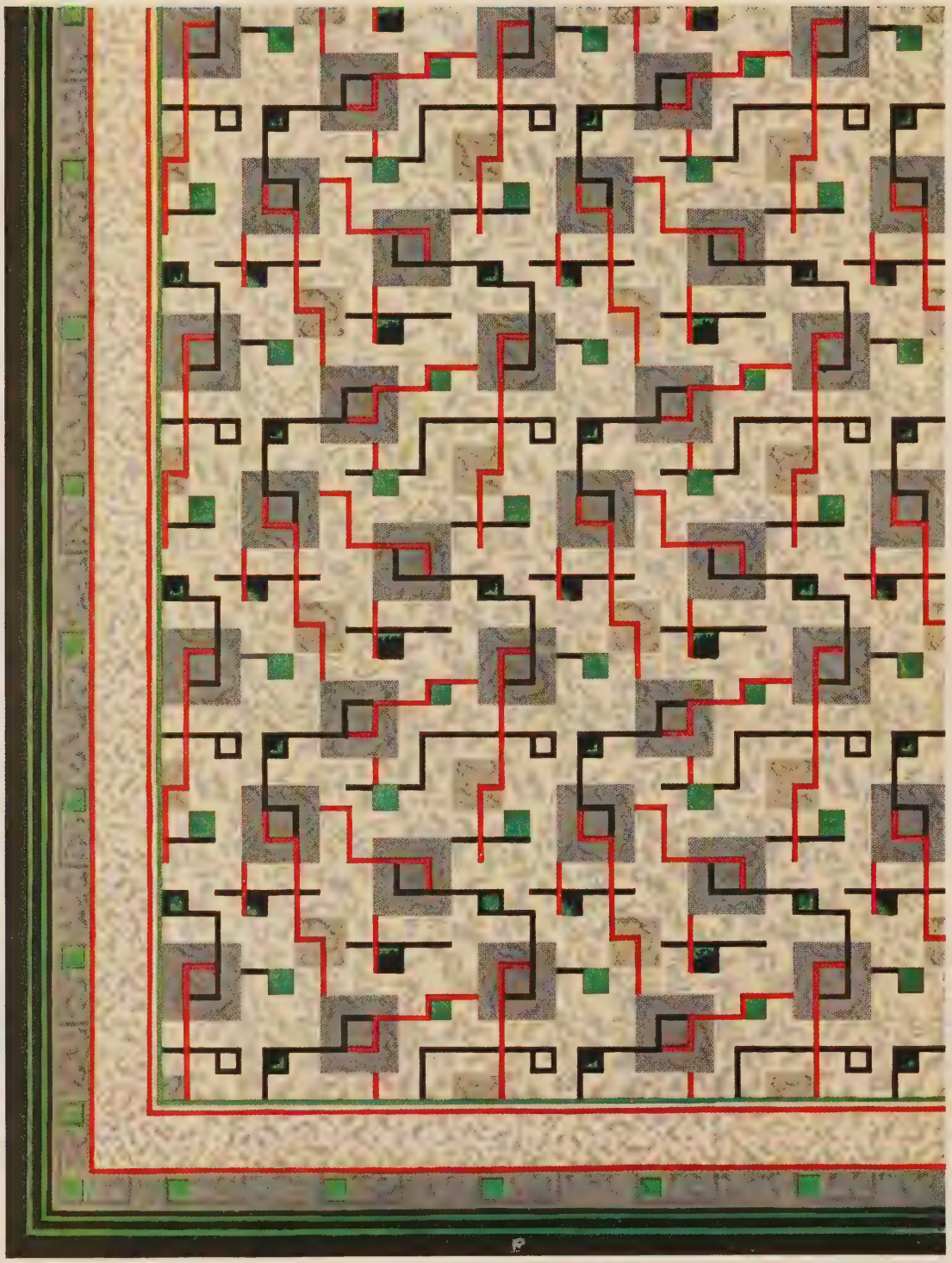
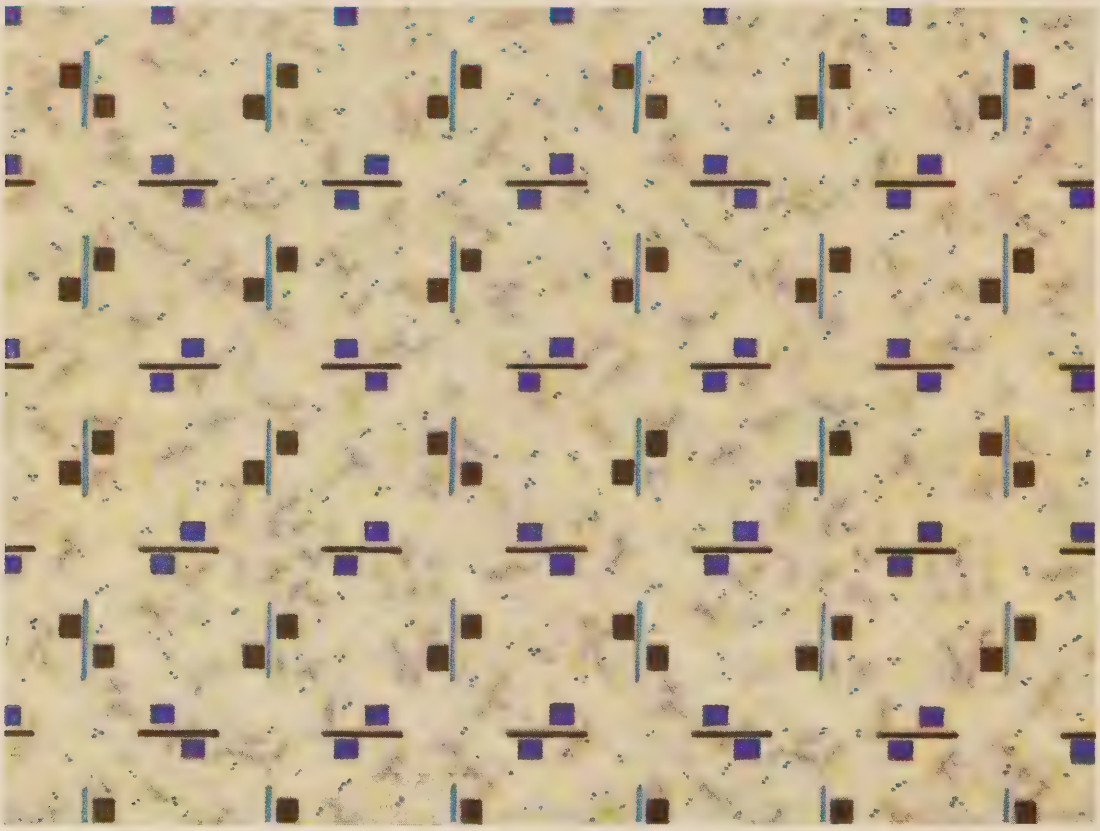


No. 9346 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

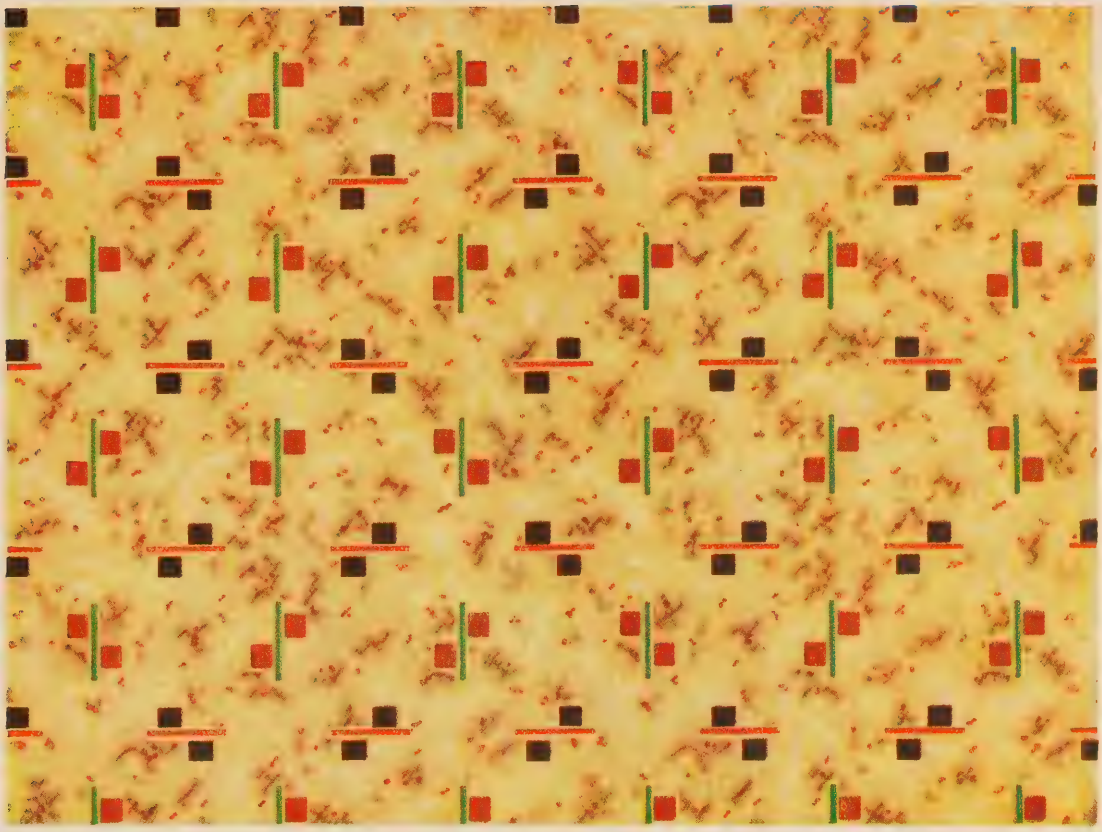
DURABLE BEAUTY and ECONOMY

The kitchen is the finest proving ground for the wearing qualities of Chromalin. This lovely floor covering combines perfect pattern, durable beauty and ultimate economy even in the spots where the hard wear comes.



No. 403 2 yds. wide, 8/4 only Repeat 18"

No. 405 2 yds. wide, 8/4 only Repeat 18"



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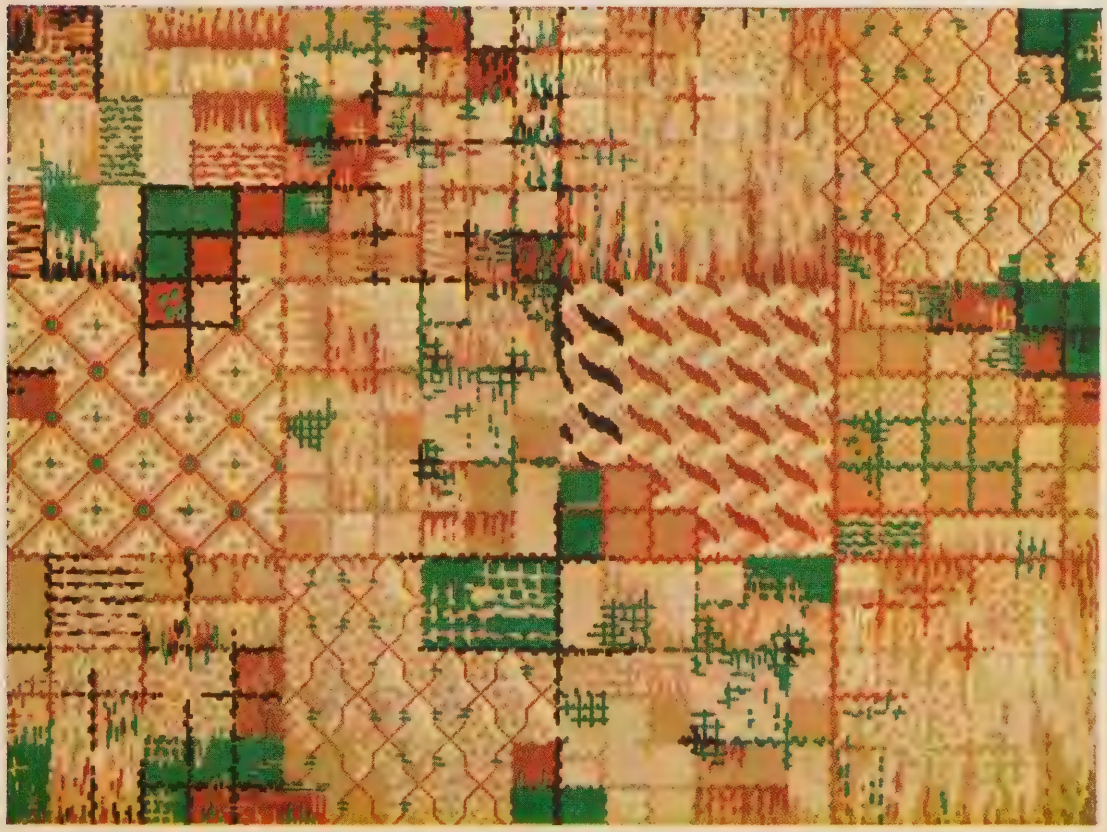
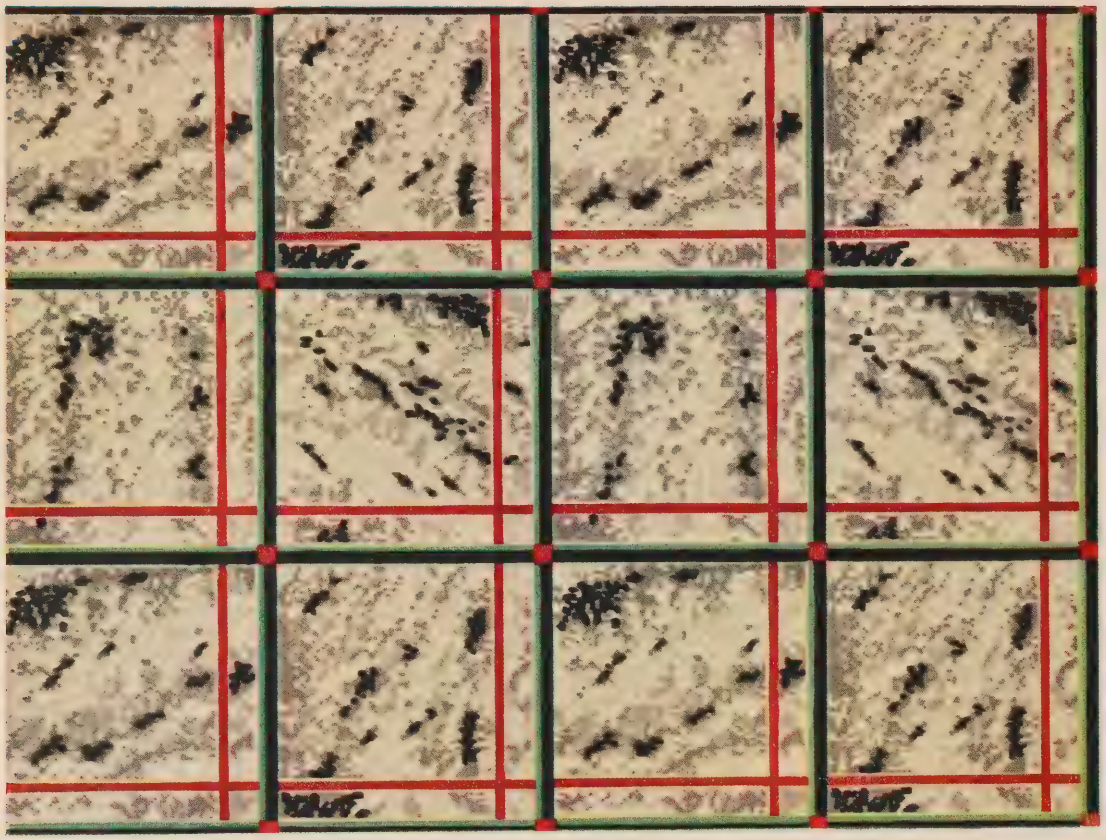


No. 374 2 yds. wide, 8/4 **No. 0374** 3 yds. wide, 12/4 Repeat 36"



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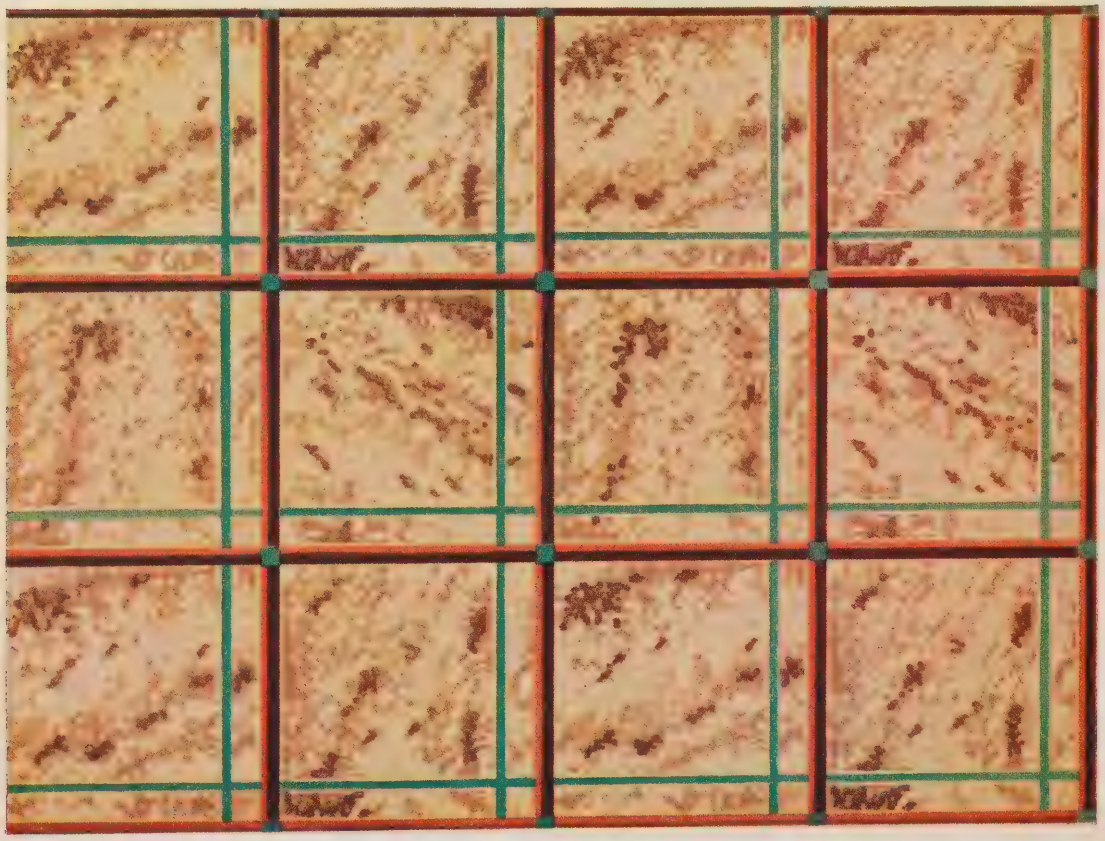
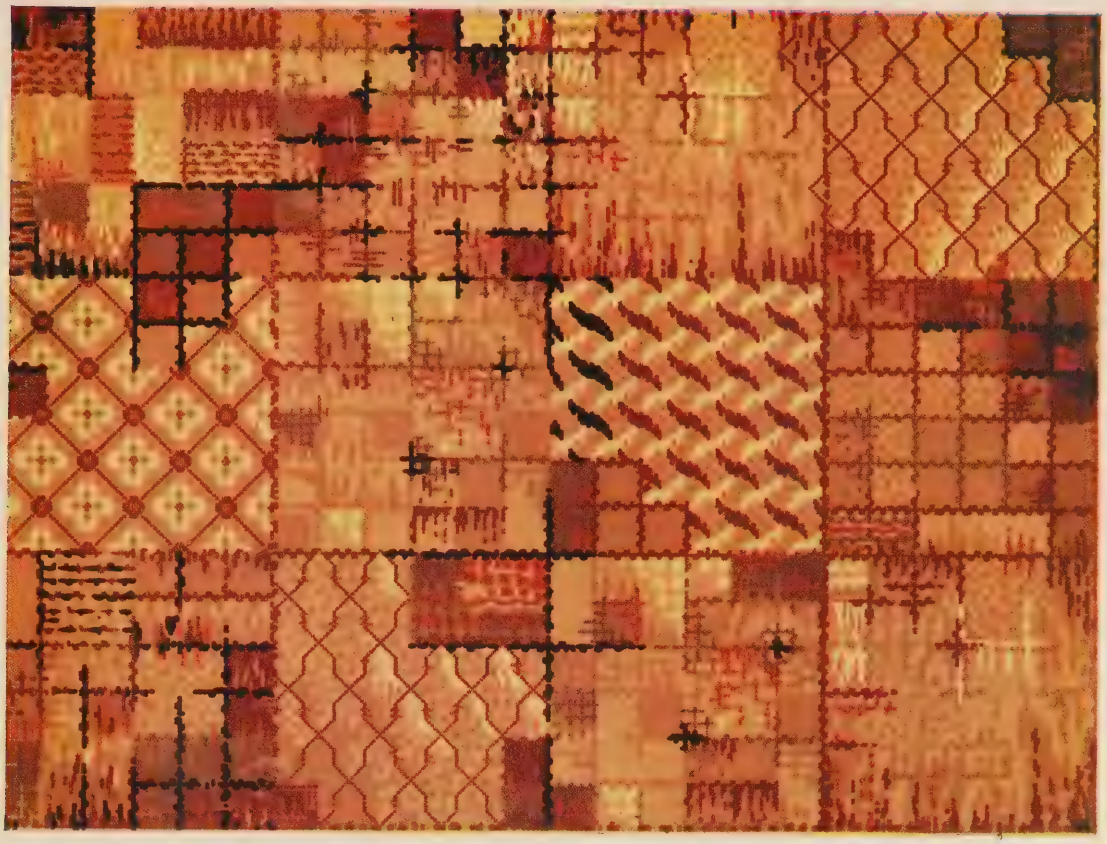
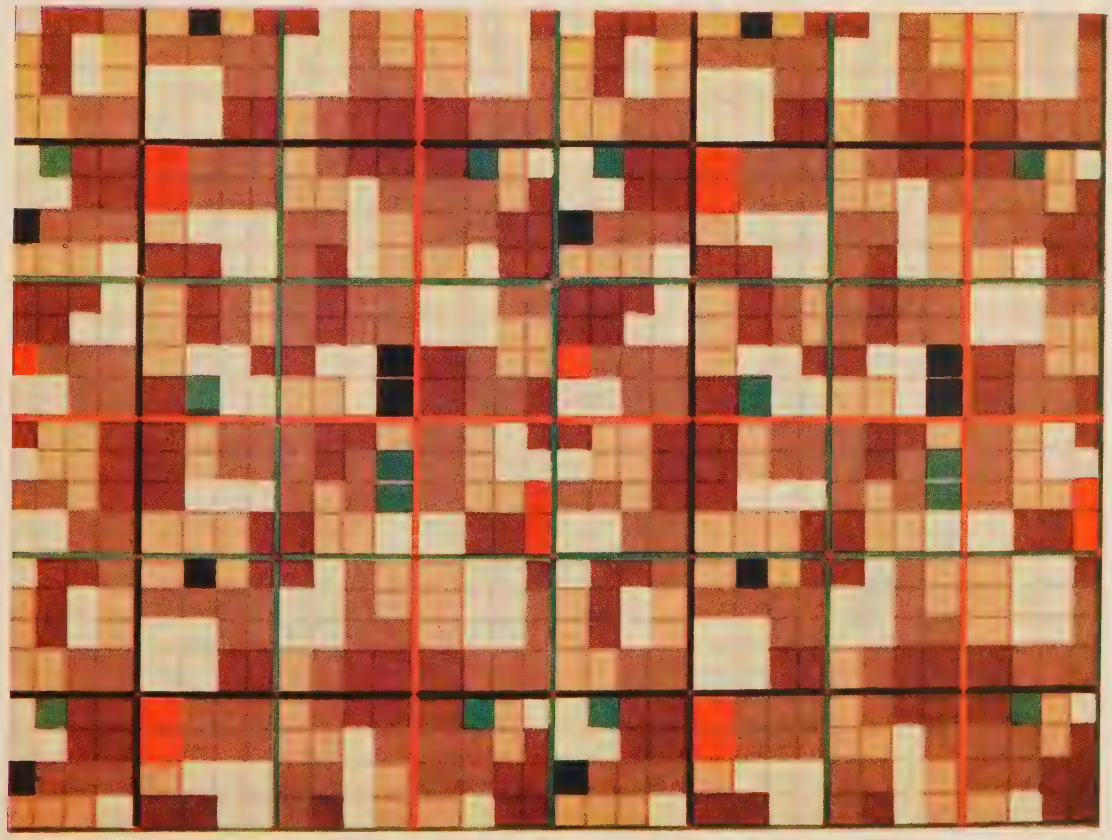


No. 391 2 yds. wide, 8/4 **No. 691** 3 yds. wide, 12/4 Repeat 18"

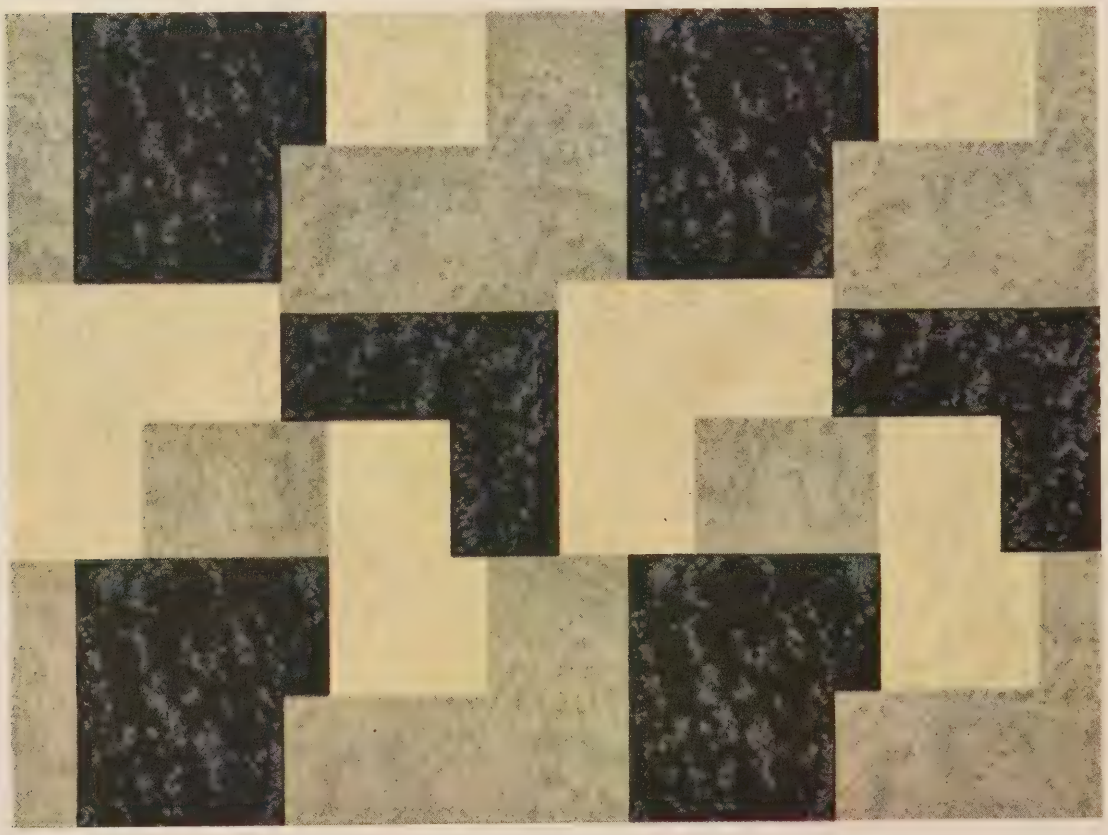


No. 371 2 yds. wide, 8/4 **No. 0371** 3 yds. wide, 12/4 Repeat 36"



No. 381 2 yds. wide, 8/4 **No. 681** 3 yds. wide, 12/4 rugs also Repeat 18"

No. 312 2 yds. wide, 8/4 only Repeat 18"



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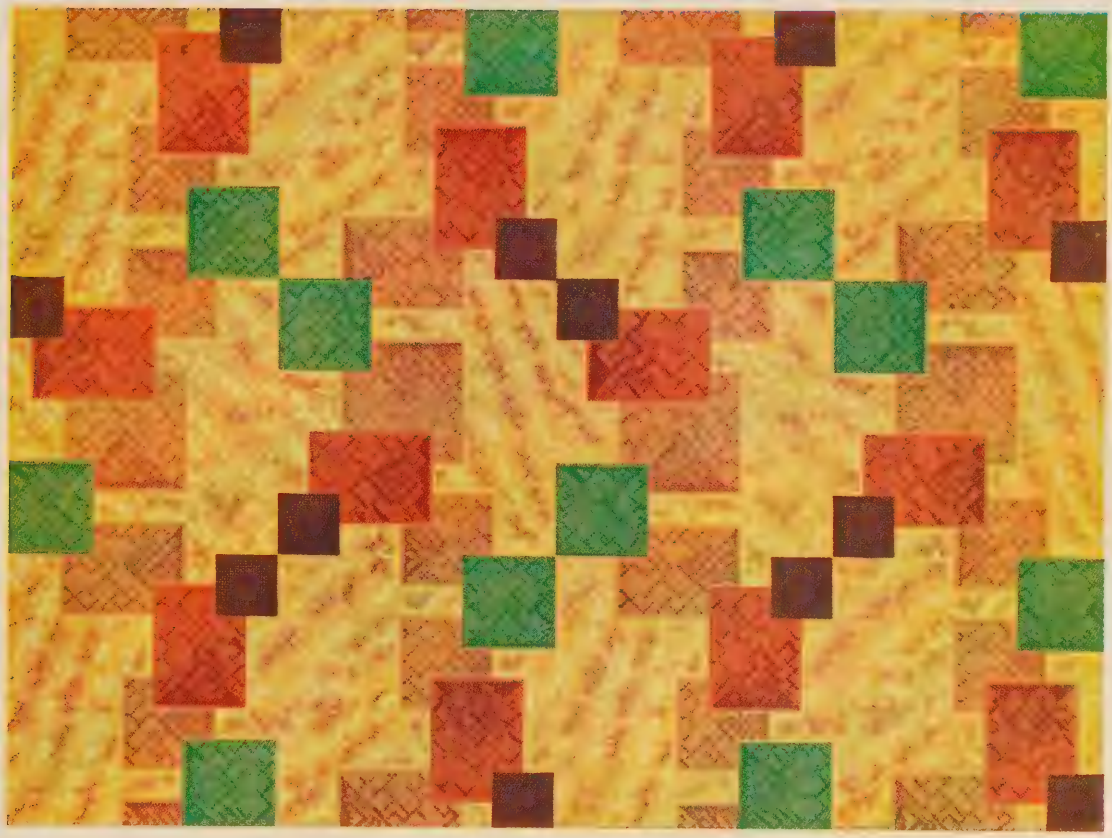
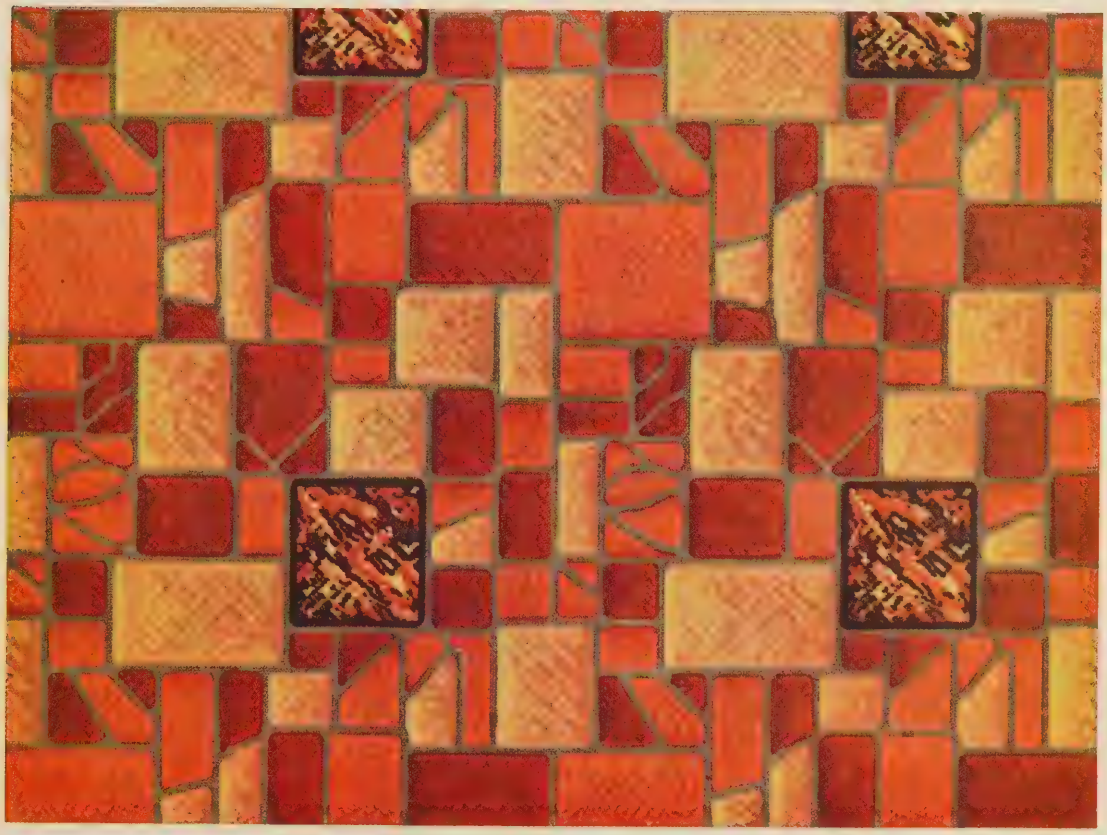
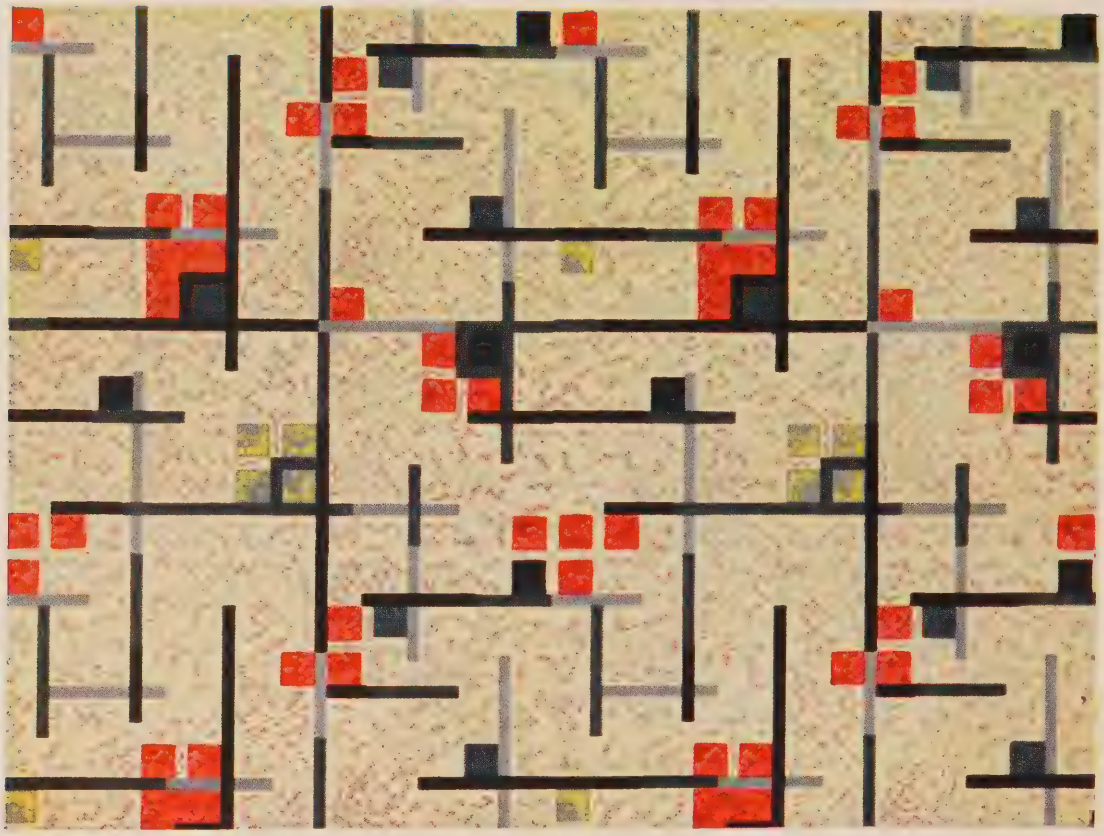


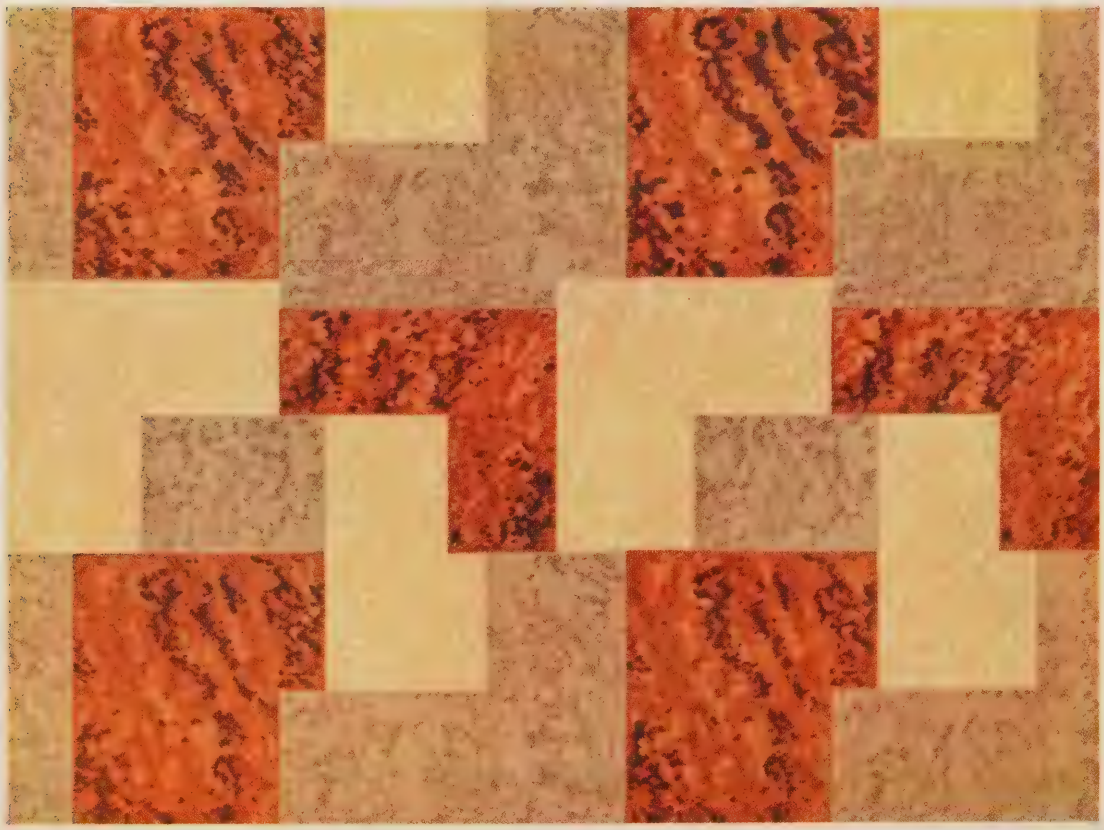
No. 261 2 yds. wide, 8/4 **No. 561** 3 yds. wide, 12/4 Repeat 18"



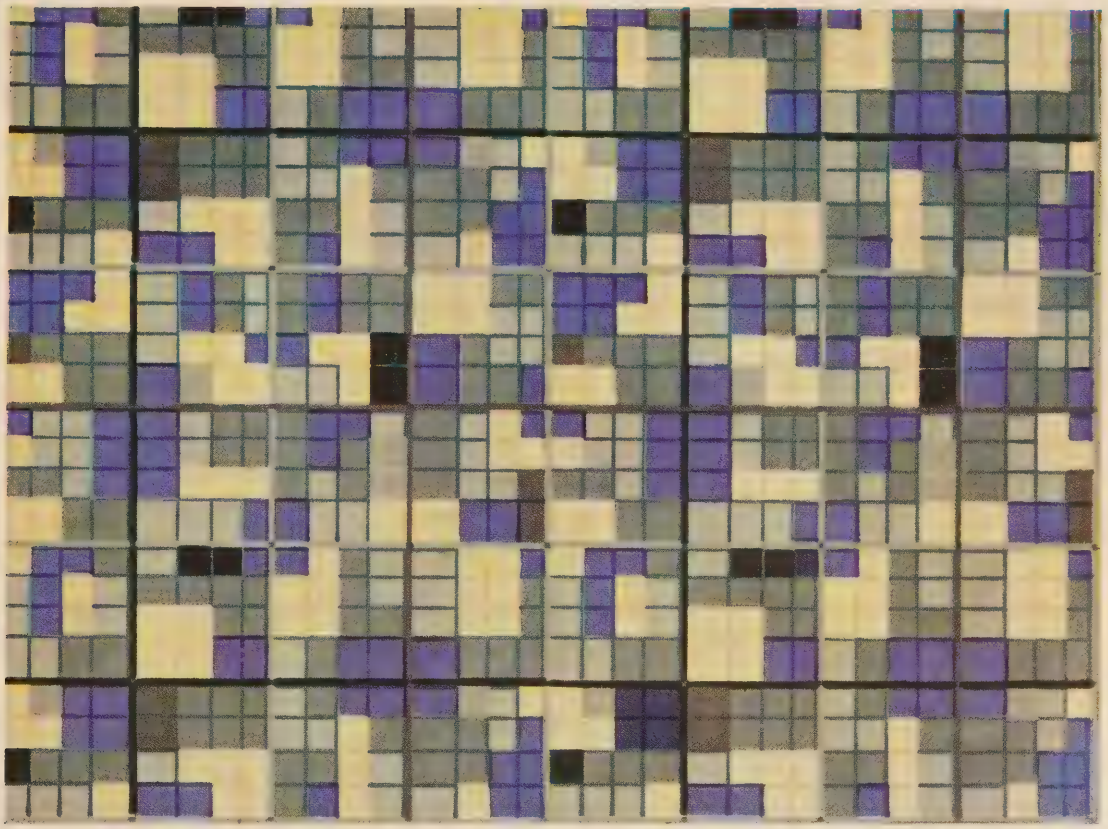
No. 245 2 yds. wide, 8/4 only Repeat 18"



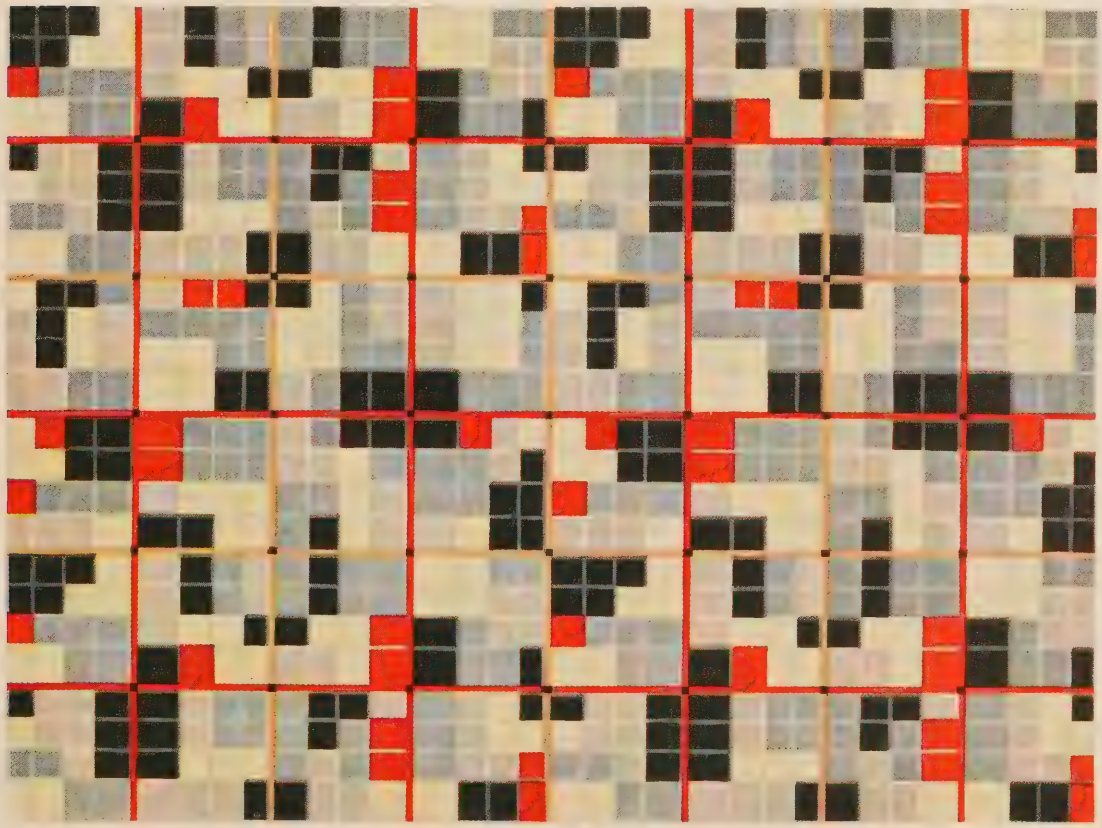
No. 366 2 yds. wide, 8/4 **No. 0366** 3 yds. wide, 12/4 Repeat 18"



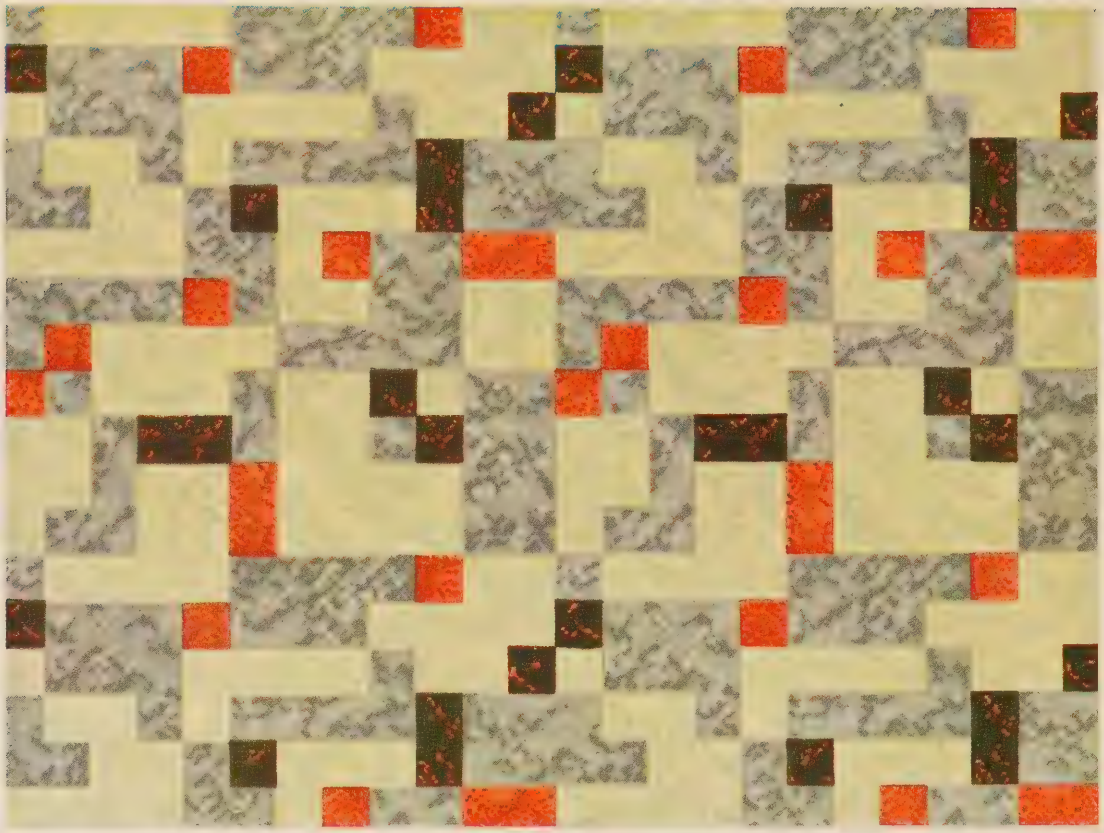
No. 311 2 yds. wide, 8/4 only Repeat 18"



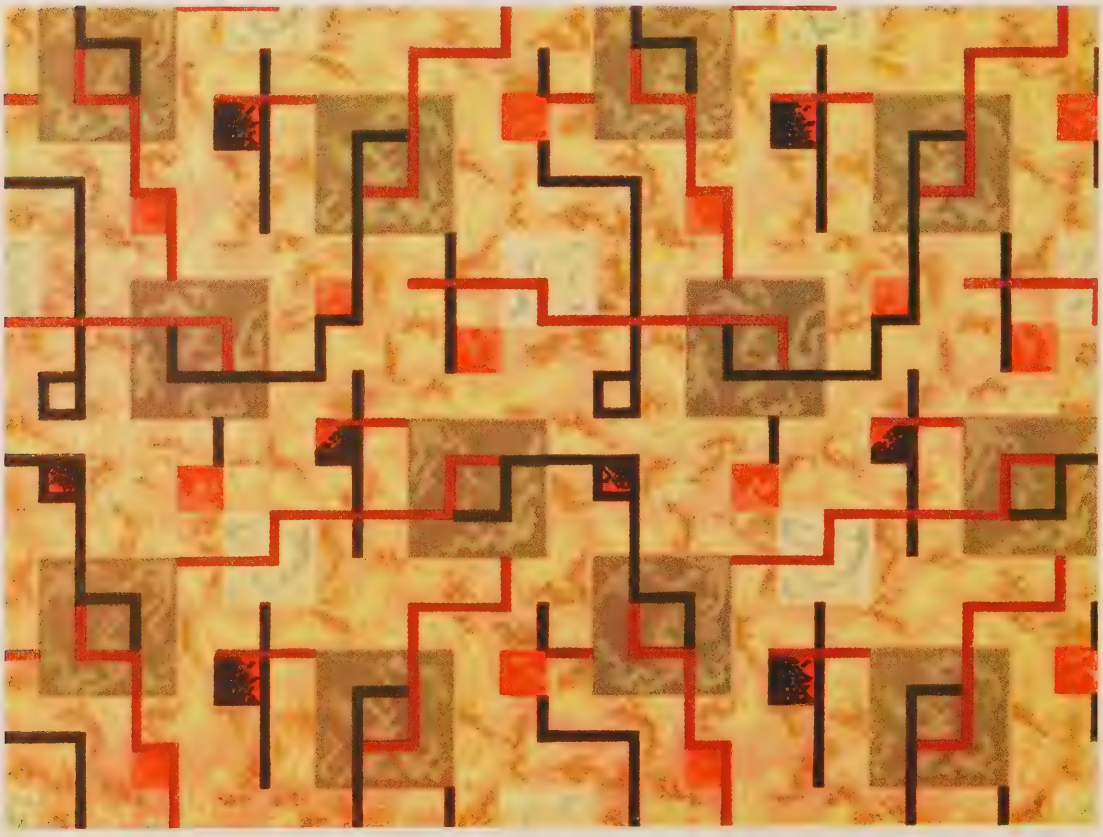
No. 383 2 yds. wide, 8/4 **No. 683** 3 yds. wide, 12/4 rugs also Repeat 18"



No. 385 2 yds. wide, 8/4 **No. 685** 3 yds. wide, 12/4 Repeat 18"



No. 325 2 yds. wide, 8/4 **No. 0325** 3 yds. wide, 12/4 Repeat 18"



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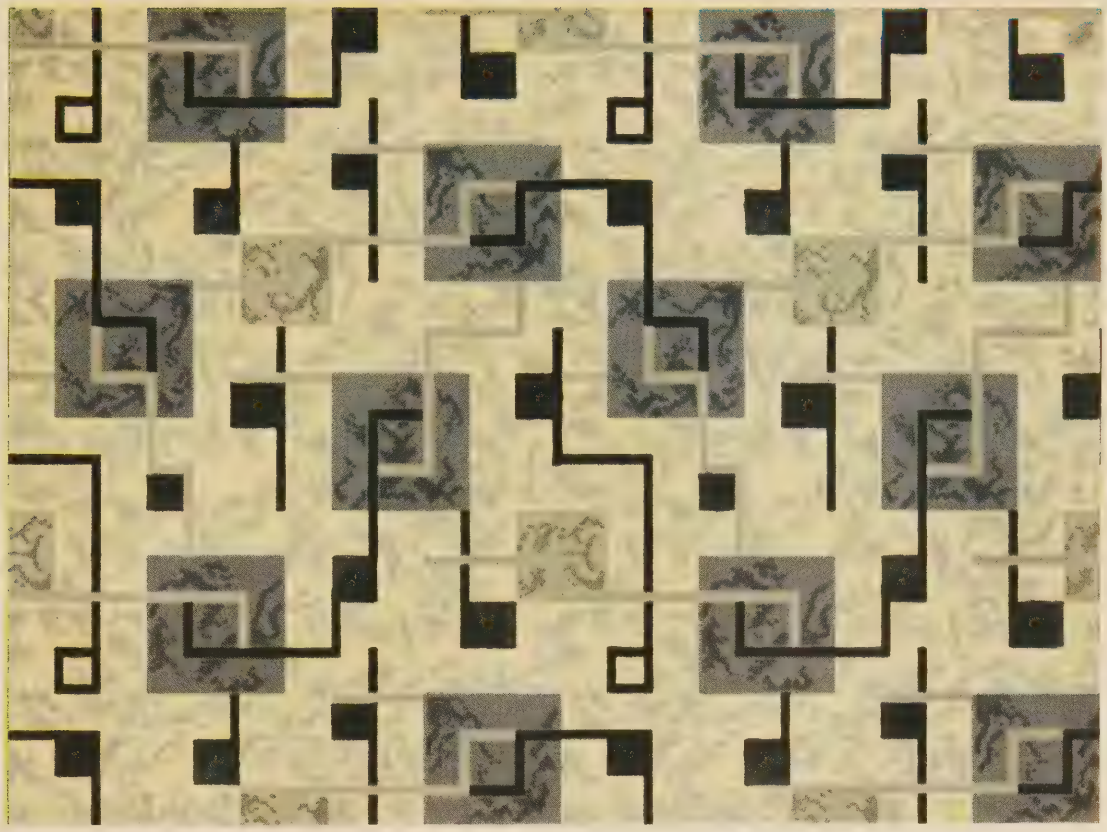

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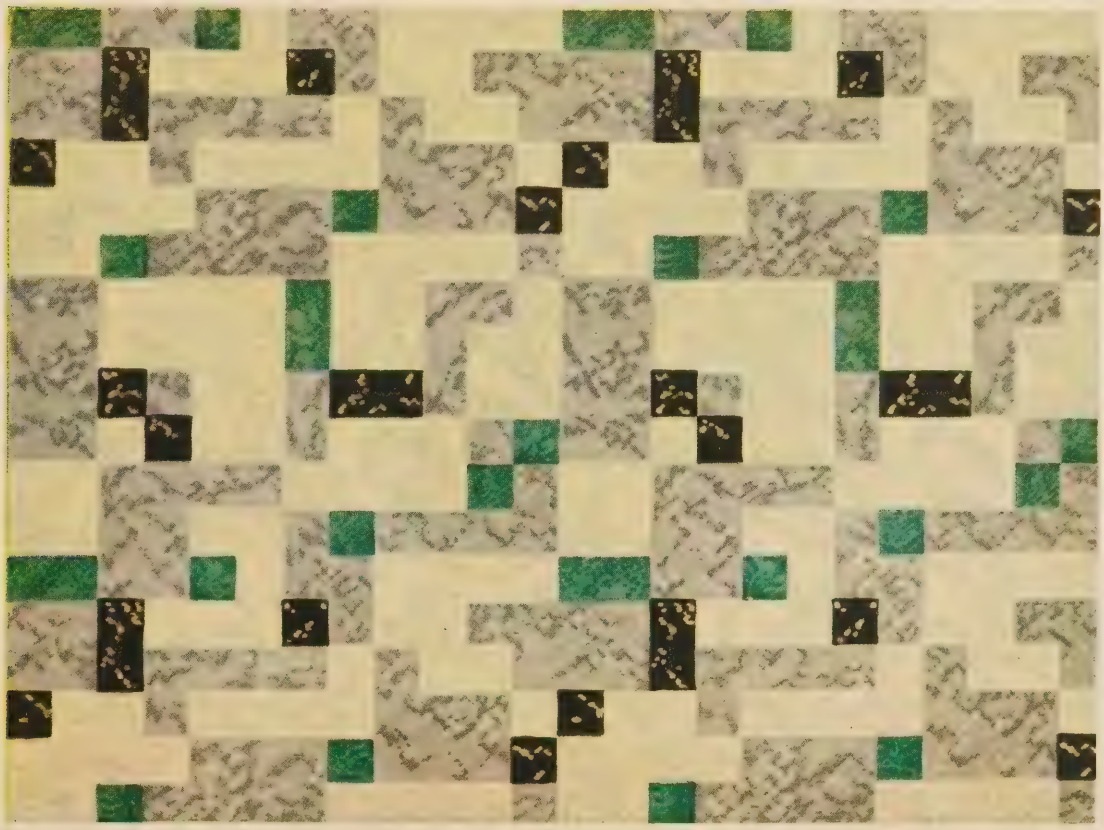
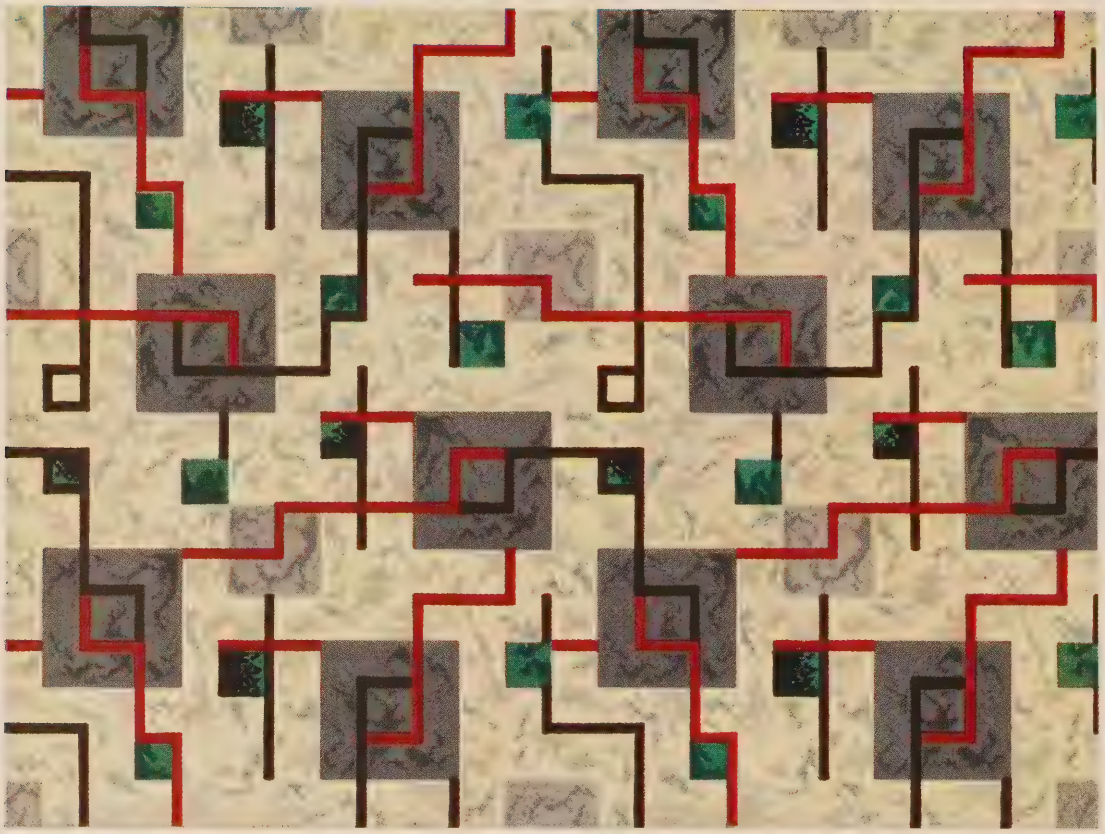
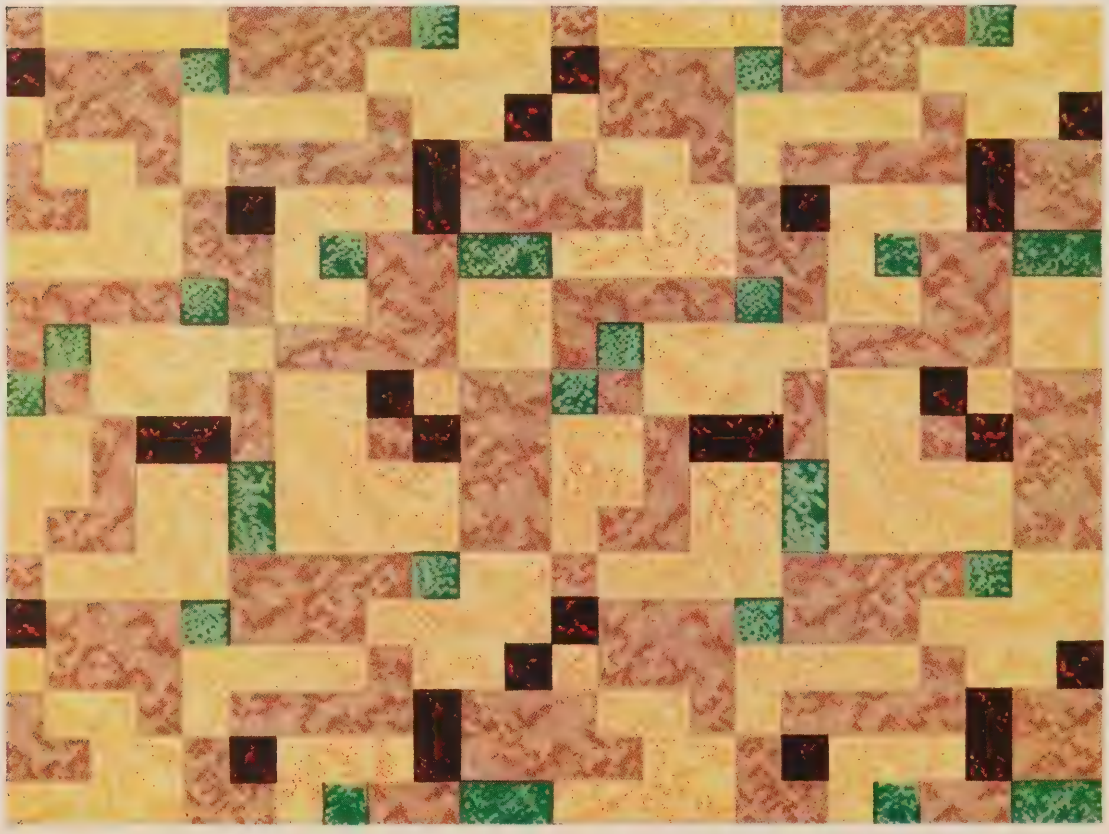


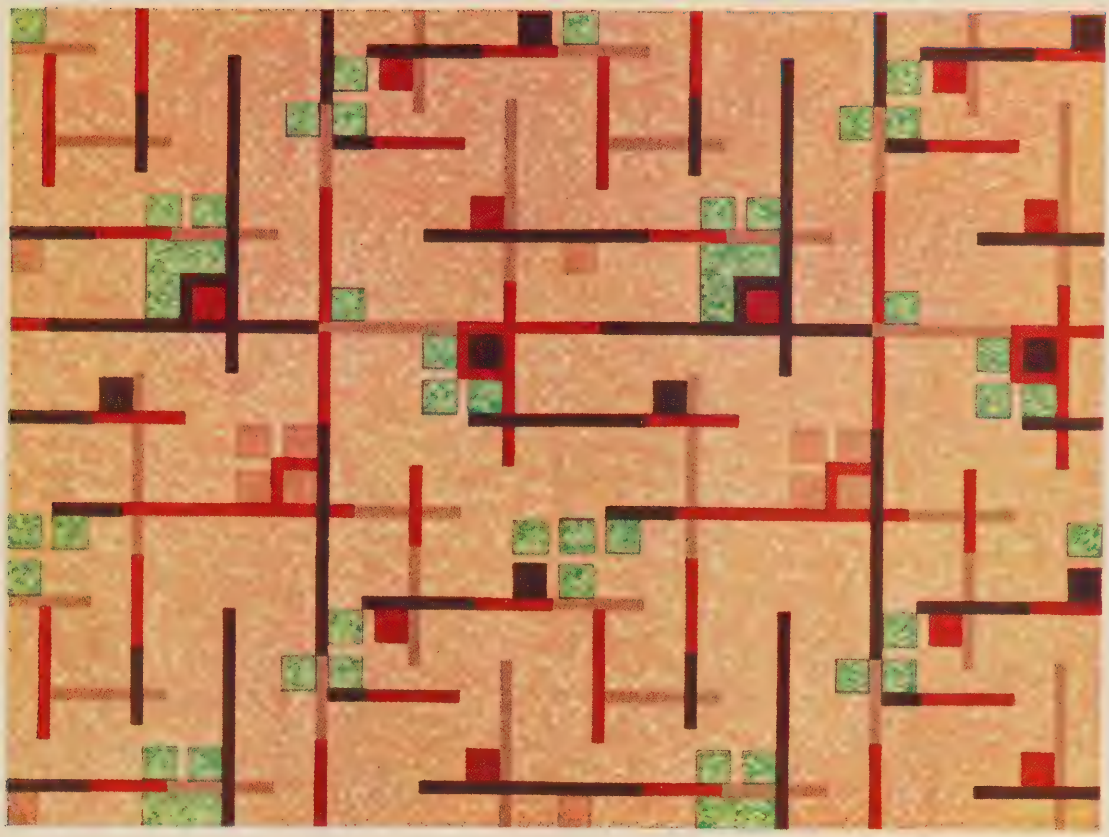
No. 326 2 yds. wide, 8/4 only Repeat 18"



No. 346 2 yds. wide, 8/4 **No. 0346** 3 yds. wide, 12/4 rugs also Repeat 18"



No. 321 2 yds. wide, 8/4 only Repeat 18"



No. 361 2 yds. wide, 8/4 **No. 0361** 3 yds. wide, 12/4 Repeat 18"

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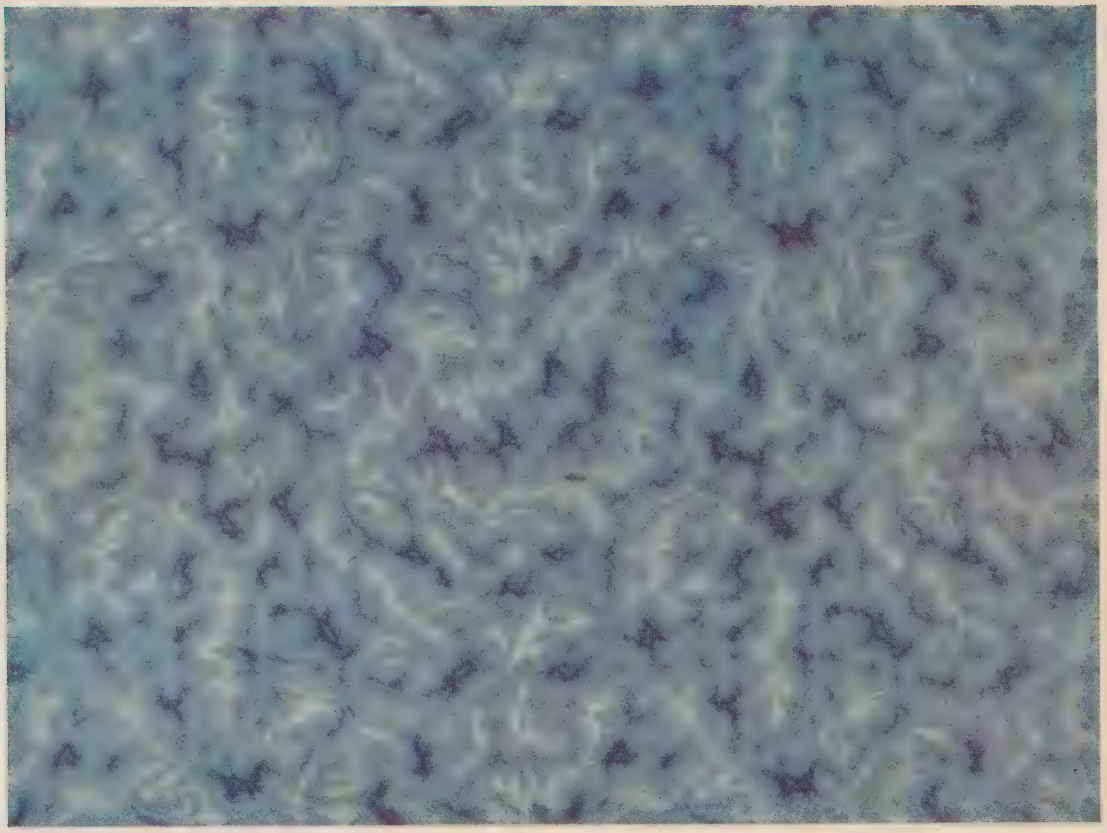
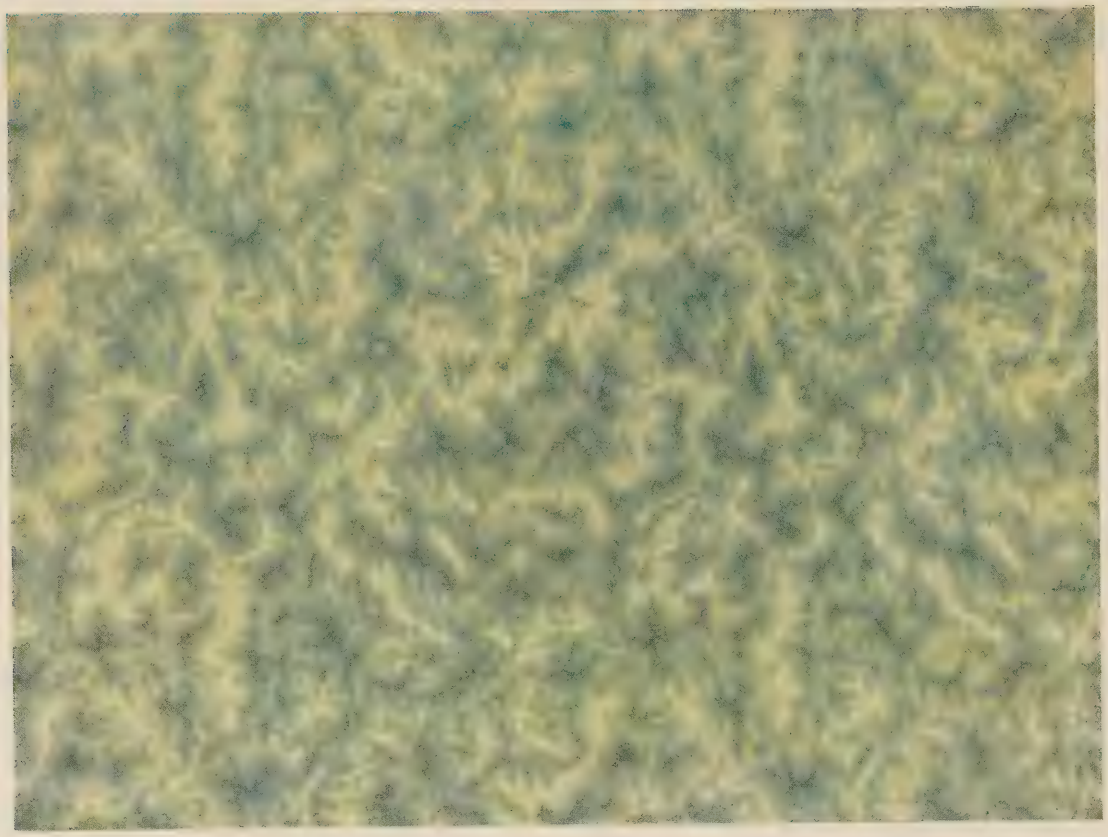


No. 433 2 yds. wide, 8/4 only Repeat 18"

No. 439 2 yds. wide, 8/4 only Repeat 18"

No. 431 2 yds. wide, 8/4 only Repeat 18"

No. 434 2 yds. wide, 8/4 only Repeat 18"



No. 430 2 yds. wide, 8/4 only Repeat 18"

No. 435 2 yds. wide, 8/4 only Repeat 18"

An attractive decorative scheme for a bathroom is here keyed to a Chromalin Jaspé floor with custom designed Chromaset inset.

PLAIN and JASPE

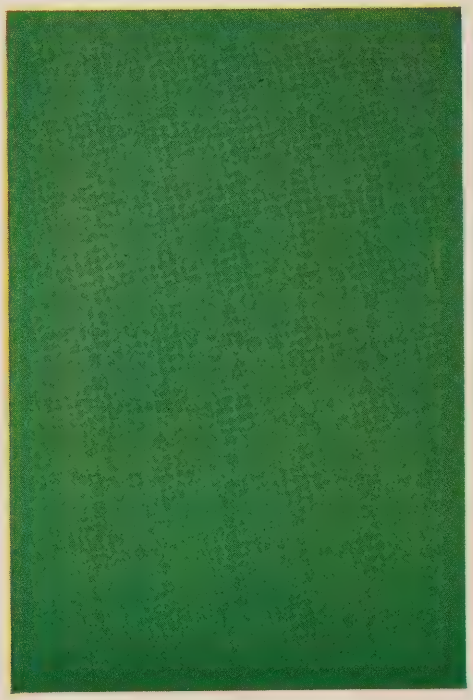
Plain and Jaspé Floor Covering permits you to give full rein to your own decorative fancies. Interesting and attractive effects may be obtained either with or without Chromasets, of which Bird offers a wide selection. Chromasets in both 18" and 9" sizes; Floor Plan Units, Assembled Borders, and suggestions for Custom Built Insets are made in many different color combinations. Examples of these are illustrated on the following pages.

PLAIN

No. 7 2 yds. wide, 8/4 only

No. 8 2 yds. wide, 8/4 only

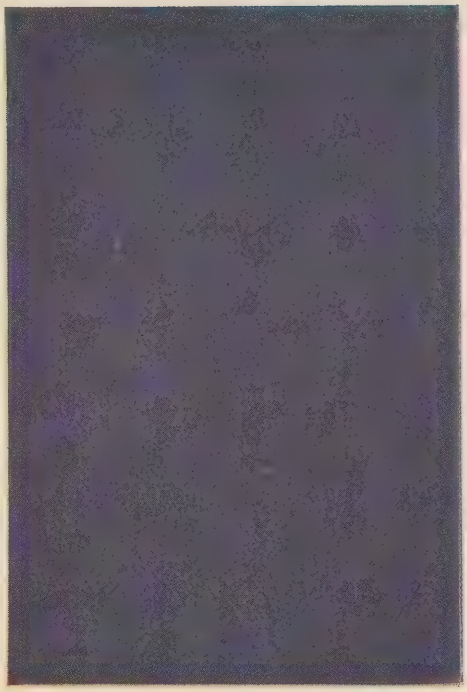
No. 18 2 yds. wide, 8/4 only



No. 19 2 yds. wide, 8/4 only

PLAIN

No. 6 2 yds. wide, 8/4 only



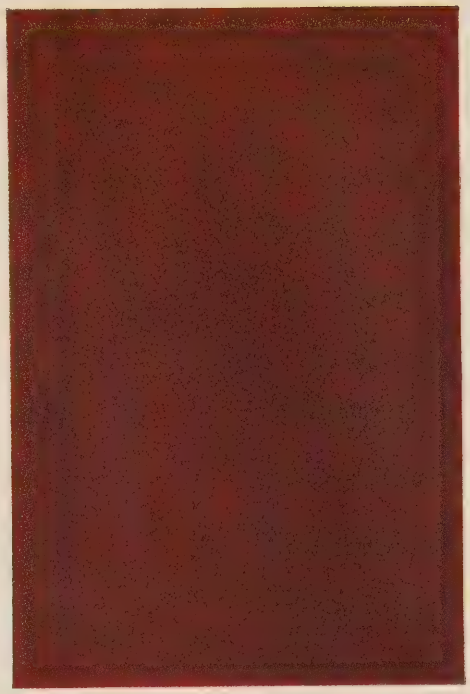
No. 13 2 yds. wide, 8/4 only

No. 15 2 yds. wide, 8/4 only

No. 17 2 yds. wide, 8/4 only

PLAIN AND JASPÉ

No. 10 2 yds. wide, 8/4 only



No. 11 2 yds. wide, 8/4 only

No. 32 2 yds. wide, 8/4 only

No. 35 2 yds. wide, 8/4 only

JASPE

No. 54 2 yds. wide, 8/4 only

No. 30 2 yds. wide, 8/4 only

No. 31 2 yds. wide, 8/4 only

No. 33 2 yds. wide, 8/4 only

JASPÉ

No. 50 2 yds. wide, 8/4 only

No. 51 2 yds. wide, 8/4 only

No. 53 2 yds. wide, 8/4 only

No. 56 2 yds. wide, 8/4 only

CHROMASETS

An even wider selection than ever before provides small designs and individual patterns to suit any taste. With Chromasets anyone can design custom floors. One, two and three-color combinations, in squares, circles, and assembled borders, distinctive floor plan units and custom designs made to order are among this colorful selection shown on the following pages.

COMPASS 18"

TEA SET 18"

SHIP'S WHEEL 18"

COLORS AND COMBINATIONS AVAILABLE IN 18" SIZE

COMPASS —
- A. Black, Red and White. Three to a package, one of each combination.
- B. Black, Blue and White. Three to a package, one of each combination.

SHIP'S WHEEL —
- A. Black, White and Red. Three to a package, one of each combination.
- B. Black, White and Blue. Three to a package, one of each combination.

TEA SET —
- A. Black, Orange and Yellow. Three to a package, one of each combination.
- B. Black, Blue and White. Three to a package, one of each combination.

CHROMASETS

STAR—9"

Black, White and Red. Three to a package, one of each combination.

BIRD—9"

Blue and Yellow. Four to a package, two of each combination.

TEA CUP—9"

A. Black, White and Red. Three to a package, one of each combination.

B. Black, White and Green. Three to a package, one of each combination.

FLOWER POT—9"

Black, Green and Yellow. Three to a package, one of each combination.

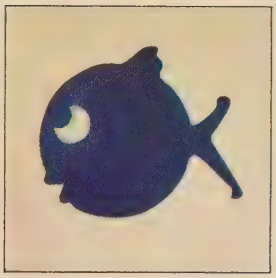
WREATH—9"

Black, White and Blue. Three to a package, one of each combination.

ANCHOR—9"

Black, White and Blue. Three to a package, one of each combination.

CHROMASETS



FISH—9″

Black, Blue and White. Three to a package, one of each combination.

WATER JUG—9″

A. Blue, White and Yellow. Three to a package. One of each combination.

B. Black, White and Red. Three to a package. One of each combination.

SEA HORSE—9″

Black, Blue and White. Three to a package. One of each combination.

BOAT—9″

Black, White and Blue. Three to a package. One of each combination.

GEOMETRIC

A.	Black and White and reverse	1 pkg.
B.	Black and Green and reverse	1 pkg.
C.	Black and Red and reverse	1 pkg.
D.	Black and Blue and reverse	1 pkg.
E.	Black and Orange and reverse	1 pkg.

Four to a package. Two of each combination.

CHROMASETS

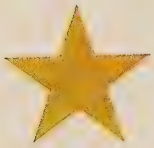
FLOOR PLAN UNITS

With these designs many interesting and colorful effects may be achieved. Shown below are only two or three of the combinations that may be worked out with the triangles.

The following colors are offered: White, Black, Yellow, Blue, Green, Red, and Orange.

Fifteen of one color and one design to a package.

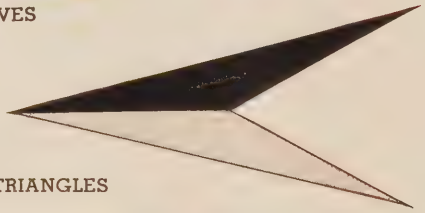
WAVES



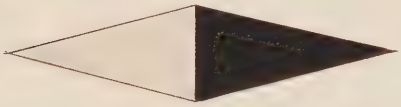
STAR

SQUARE

SHORT TRIANGLES



LONG TRIANGLES



ASSEMBLED BORDERS

Shown at the right is a suggested treatment of one assembled border and feature. The following combinations are available:

206A. Black with White Feature
206B. Black with Green Feature
206C. Black with Red Feature
206D. Black with Blue Feature
206E. Black with Orange Feature
206F. Black with Yellow Feature

One combination to a roll—50 lineal feet. Other border body colors and features made to order as follows:

7" body—1" feature—1" body

CORNER PIECE—9"

A. Black and White and reverse	1 pkg.
B. Black and Green and reverse	1 pkg.
C. Black and Red and reverse	1 pkg.
D. Black and Blue and reverse	1 pkg.
E. Black and Orange and reverse	1 pkg.

Eight to a package, four of each combination.

CUSTOM BUILT TO ORDER

Three samples are illustrated. Other designs can be worked out in sizes and color combinations to order.

BIRD

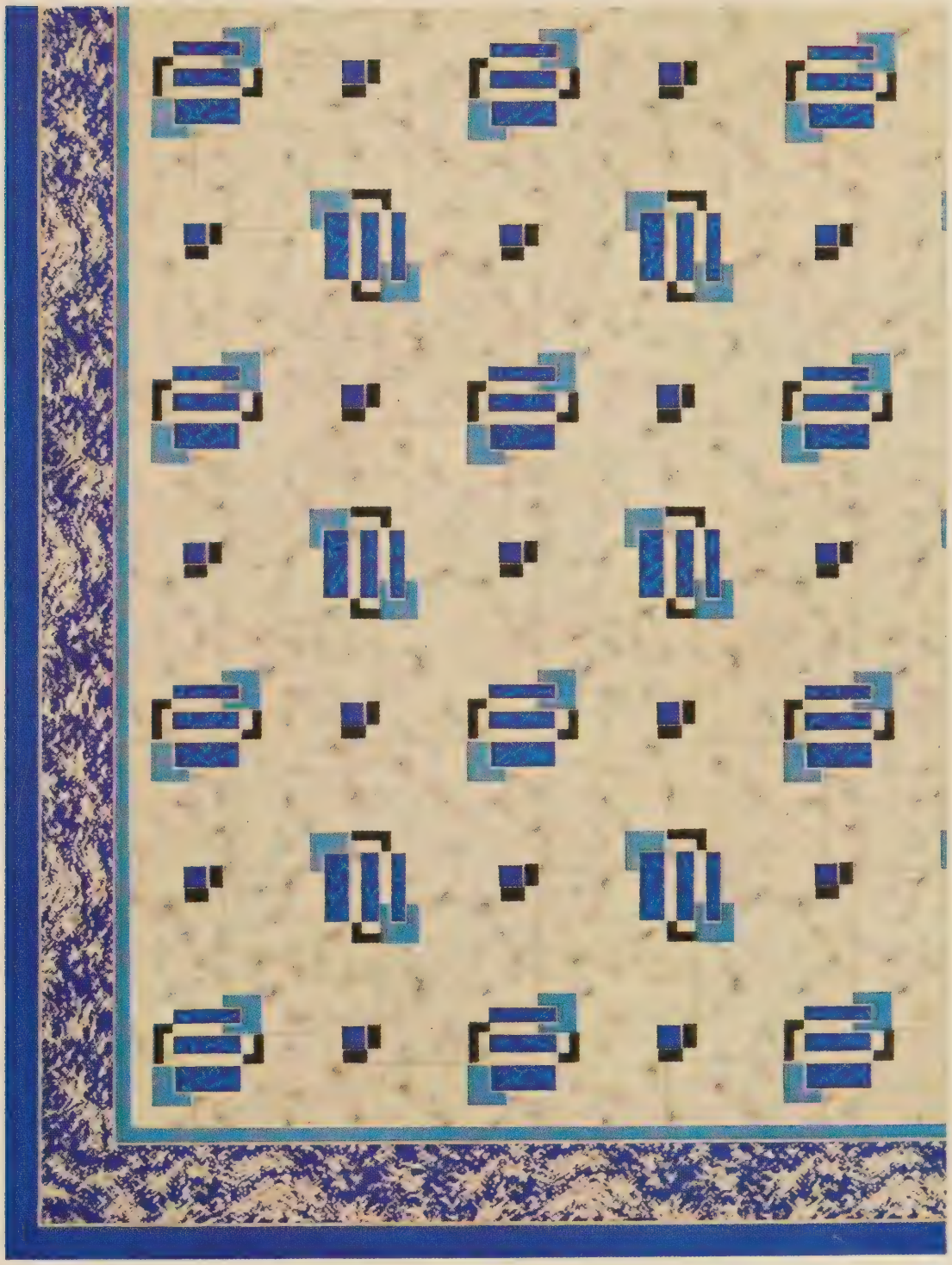
Armored with **BAKELITE***

*Trade Mark of the Bakelite Corporation

Bird Armored with BAKELITE Rugs and Floor Coverings clean easier, stay brighter and last longer because each particle of color in Bird Rugs and Floor Coverings Armored with BAKELITE is protected by the tough, lustrous Bakelite armor that resists destructive wearing action. This armor is not a surface coating—it is as hard and durable on the felt side as it is on the wearing surface.

On these pages you will find a colorful array of patterns in both Rugs and Floor Coverings—suitable for any room in the house, any color scheme, or style of decoration. All are Armored with BAKELITE.

No. 6746 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

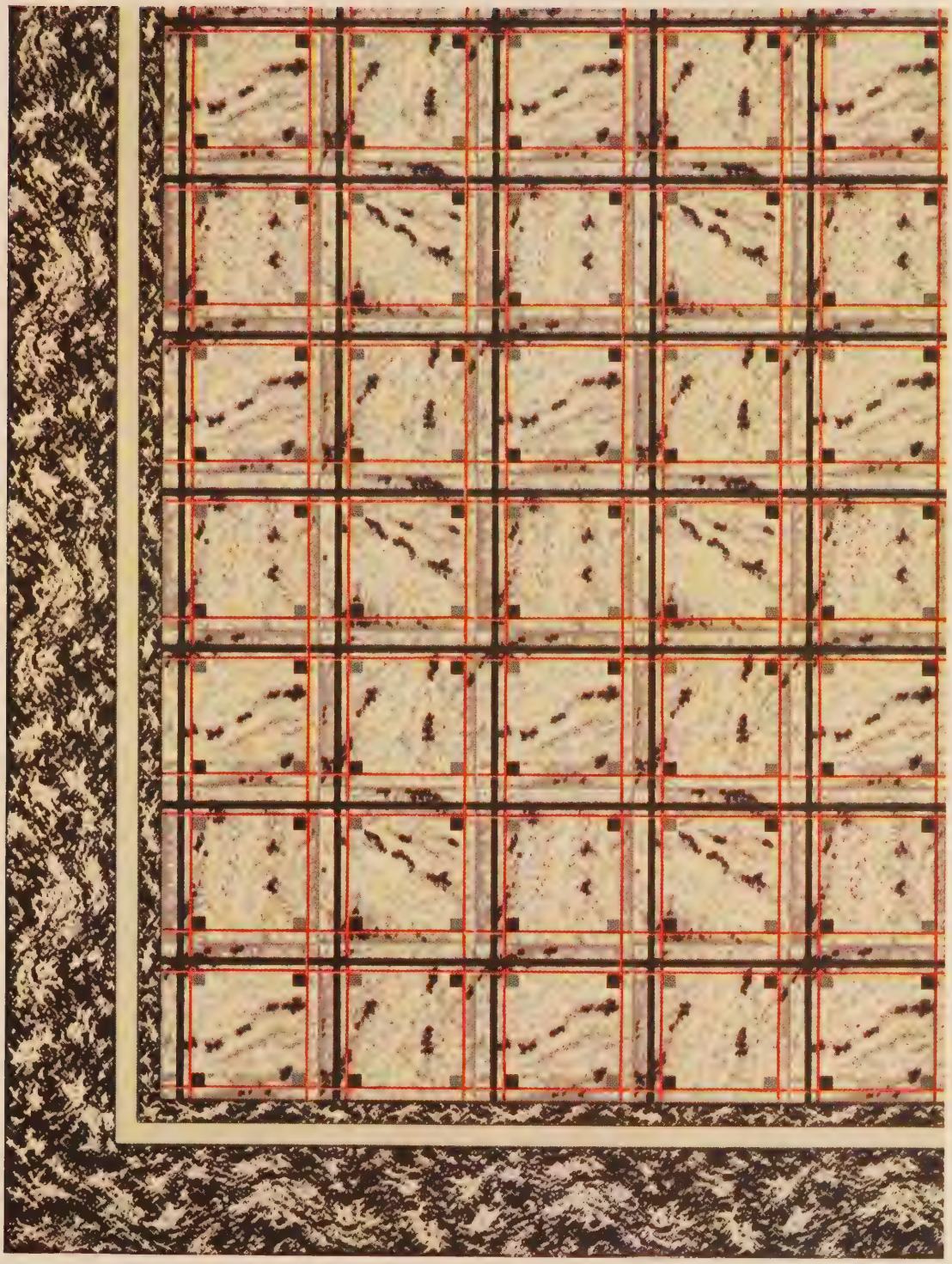


No. 6743 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

No. 6751 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 36"

No. 6752 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 36"

No. 6741 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"



No. 6555 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

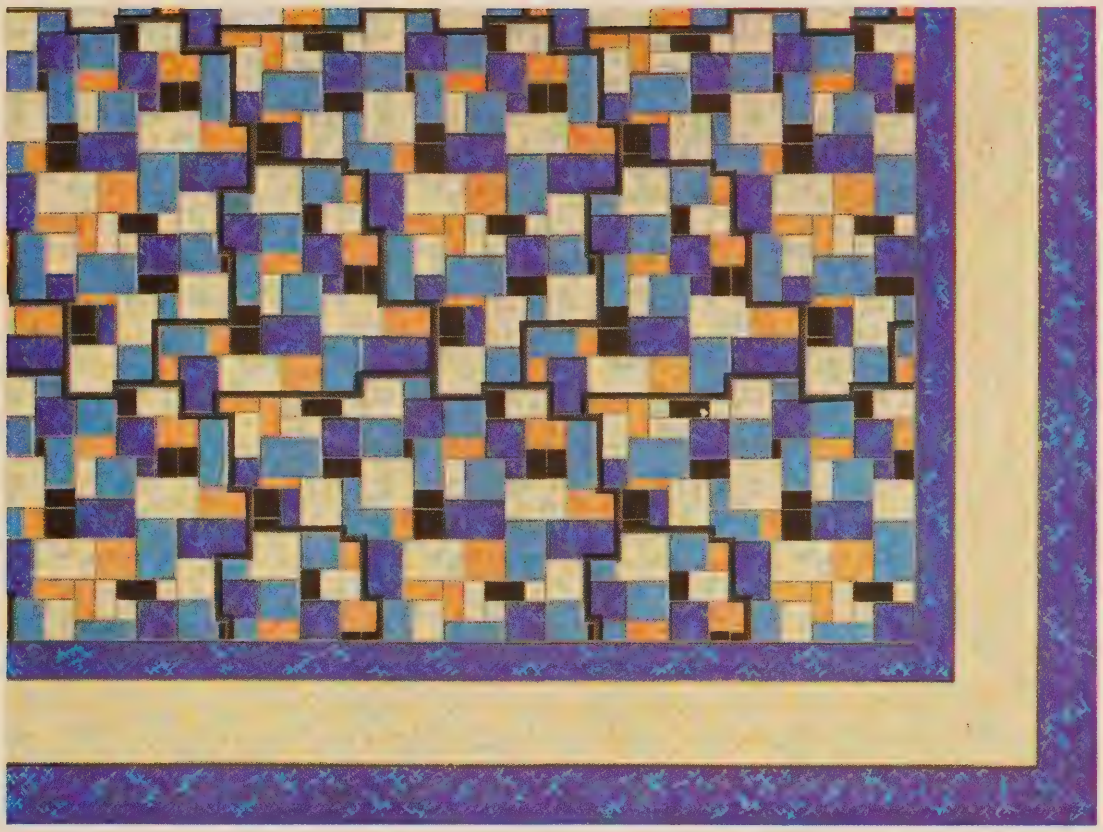
No. 6753 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 36"

No. 6561 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

No. 6562 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

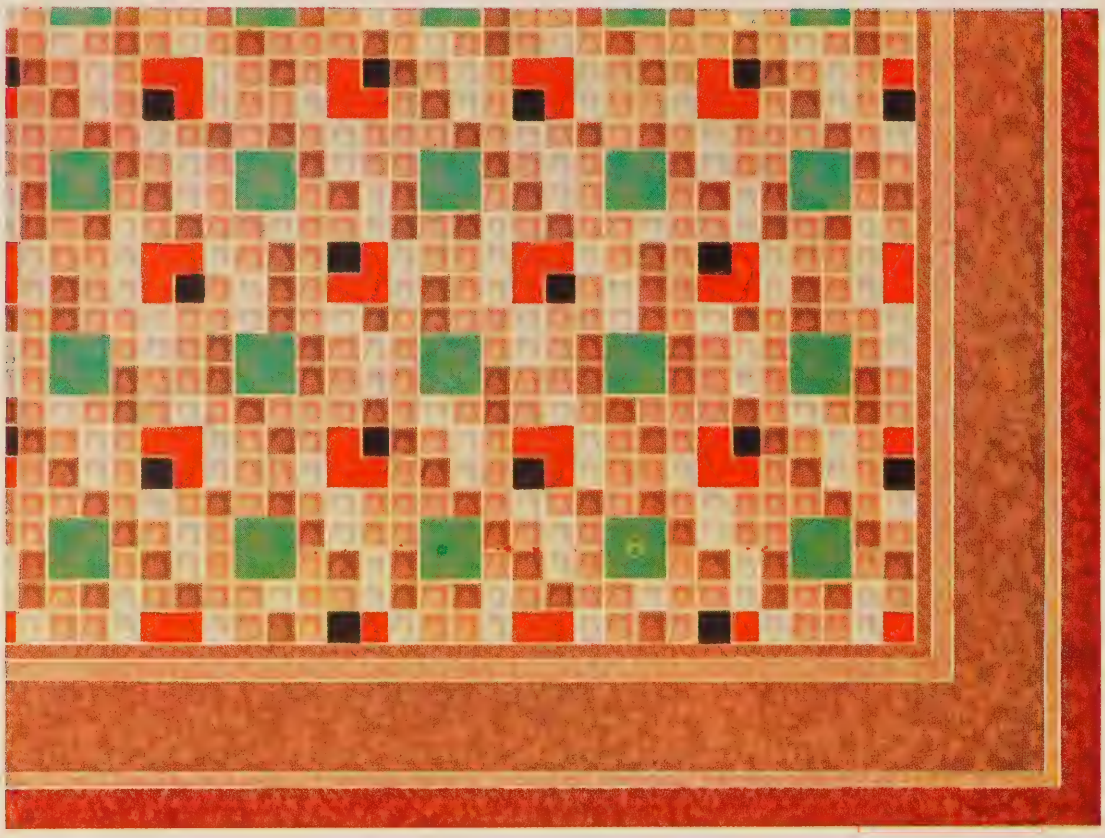
No. 6605 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 36"

No. 6615 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

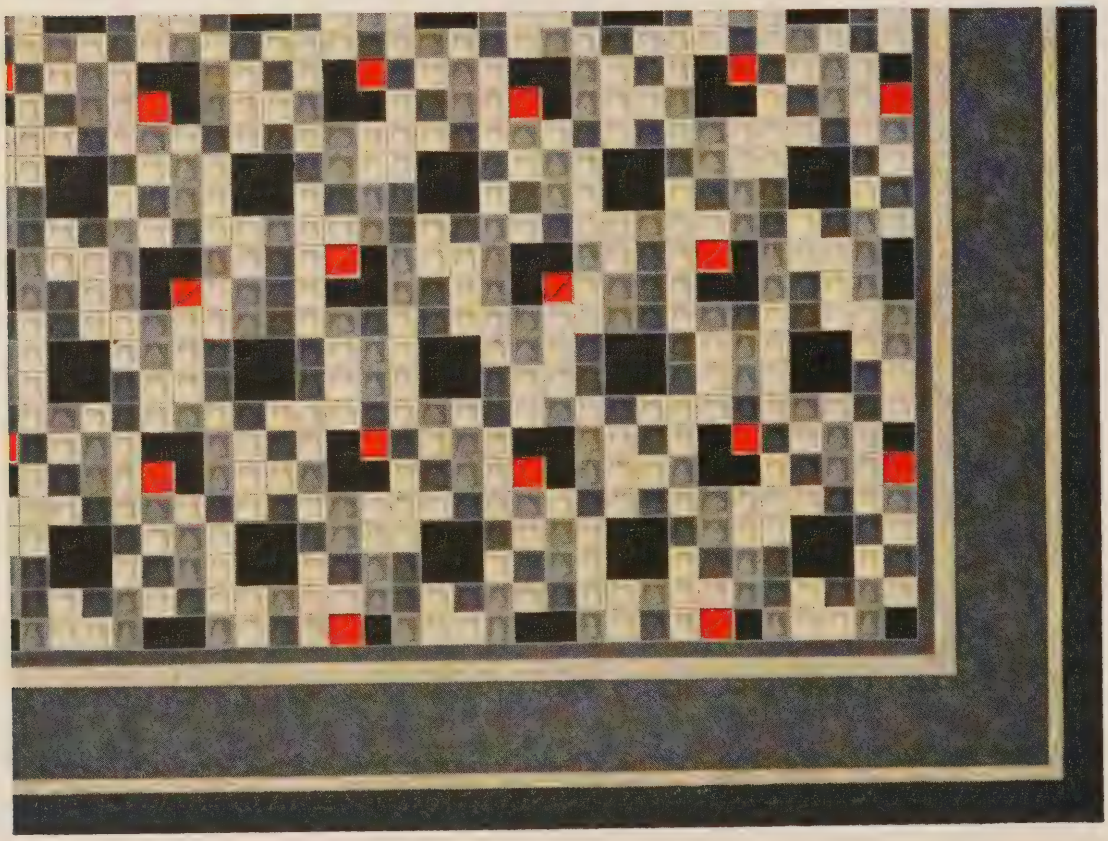


No. 6613 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 Repeat 18"

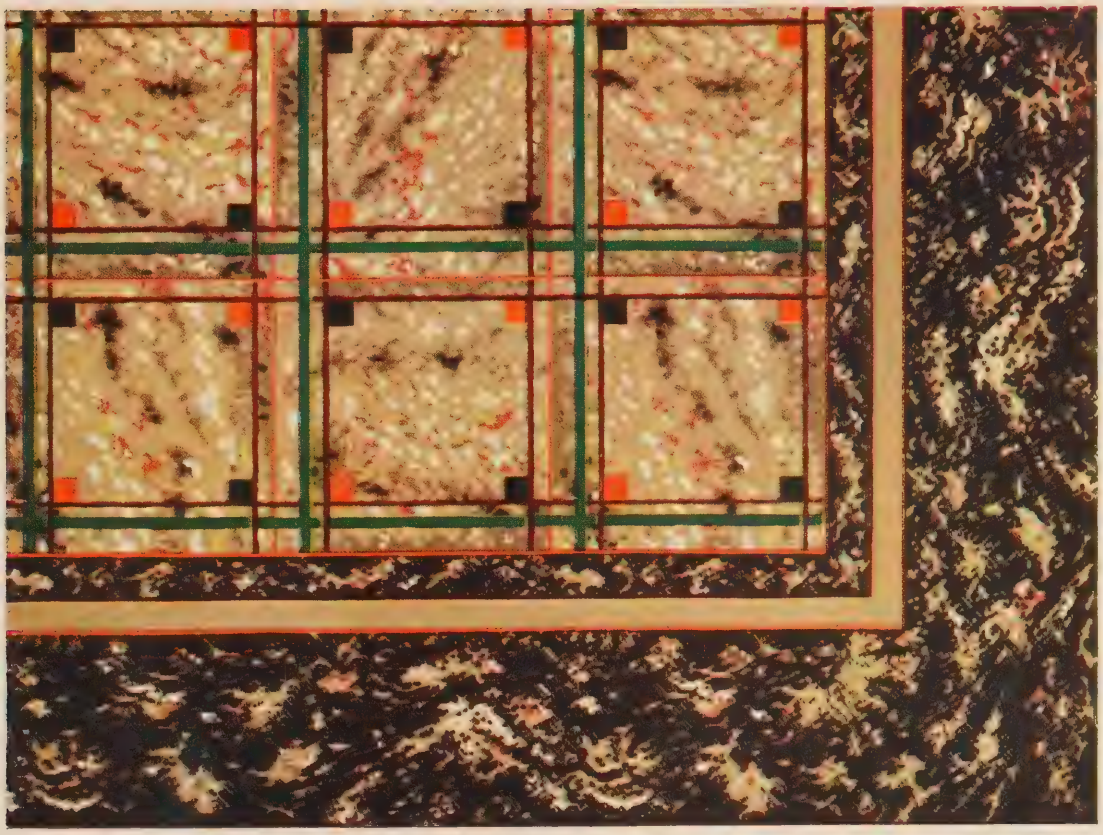
No. 6601 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 36"



No. 6521 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

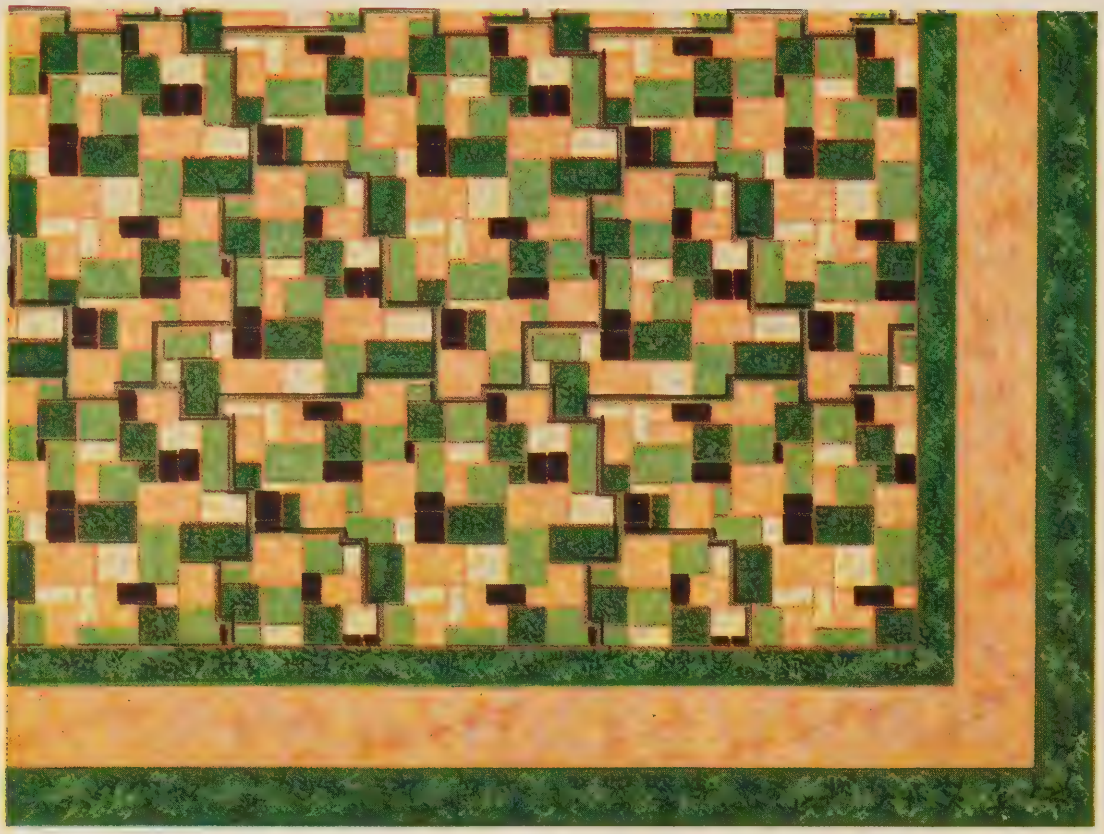


No. 6526 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"



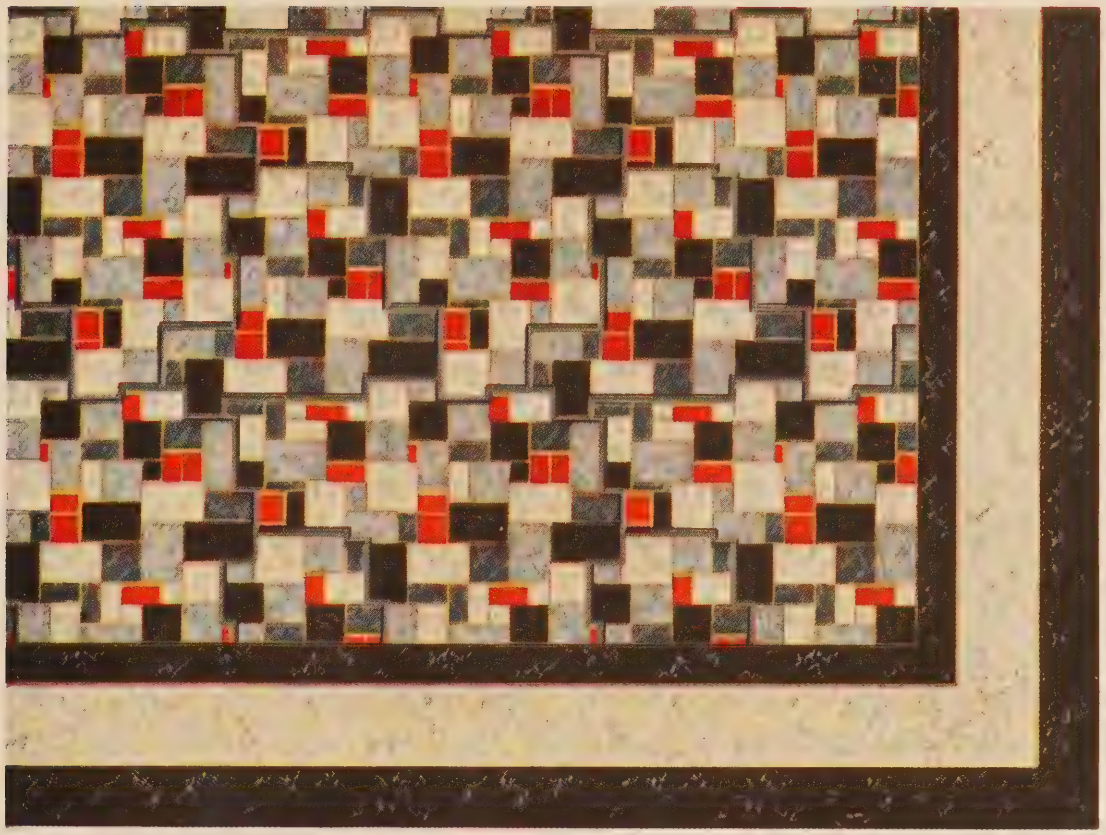
No. 6551 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

No. 6597 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"



No. 6610 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 Repeat 18"

No. 6591 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"



No. 6616 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

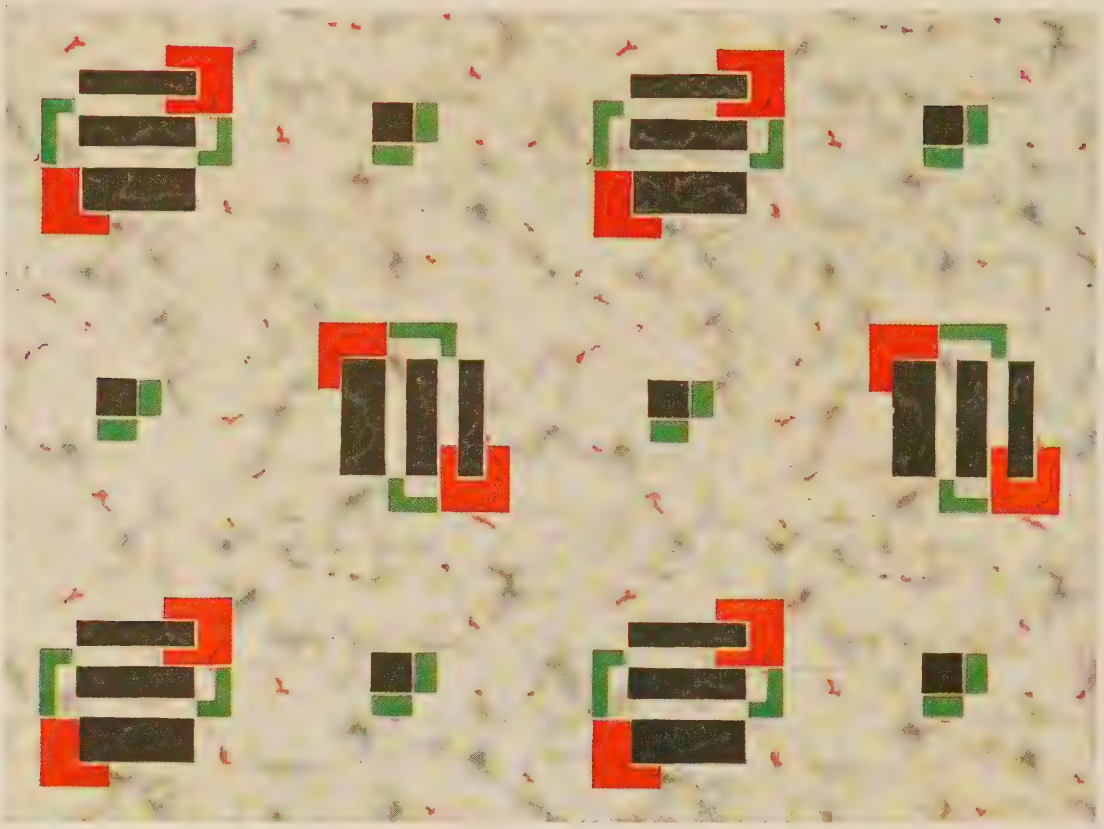
No. 6598 sizes 9x15, 9x12, 9x10½; 9x9, 7½x9, 6x9, Repeat 18"

No. 6370 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, also 8/4 & 12/4 Repeat 18"

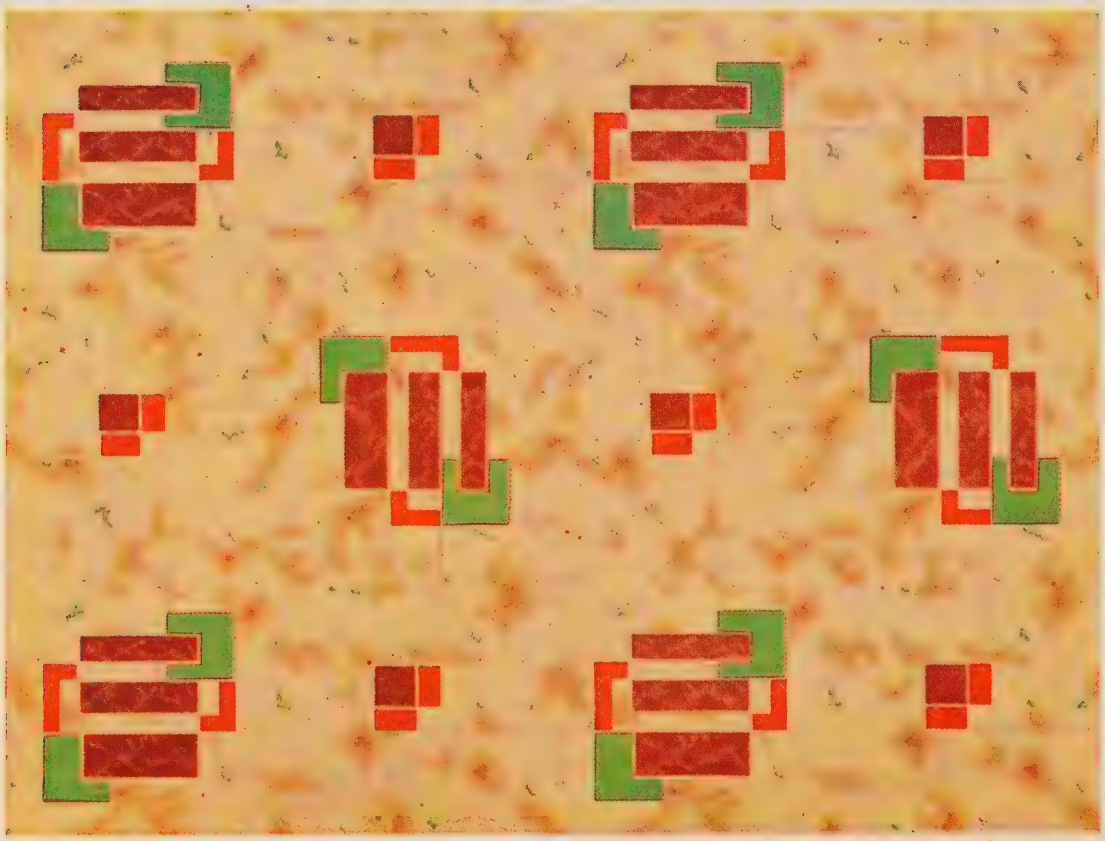
No. 6593 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

FOR BEAUTY AND LASTING PROTECTION

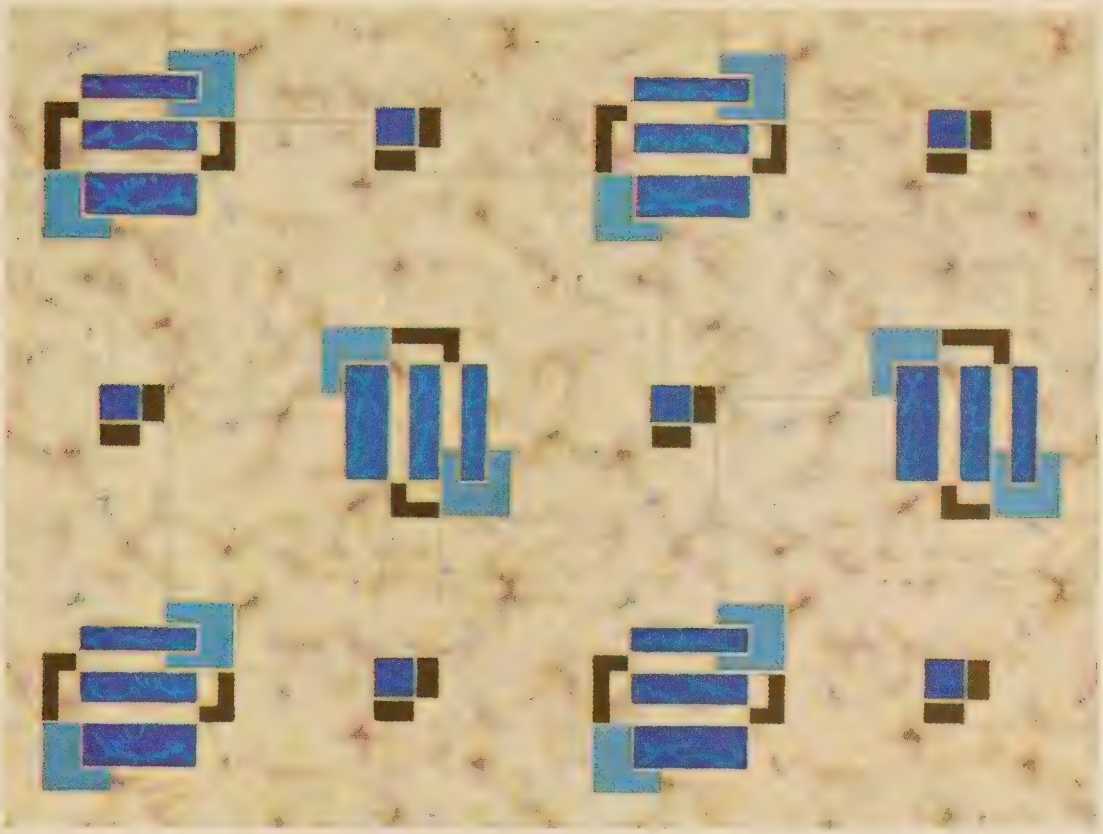
This kitchen floor is Armored with BAKELITE. Hard wear and all other destructive forces to which a kitchen floor normally is subjected will not mar the lustrous beauty of patterns or the long-wearing surface of this Bird Floor Covering. It has all the features that a housewife wants in floor covering—cleans easier, stays brighter, and lasts longer and is absolutely waterproof.



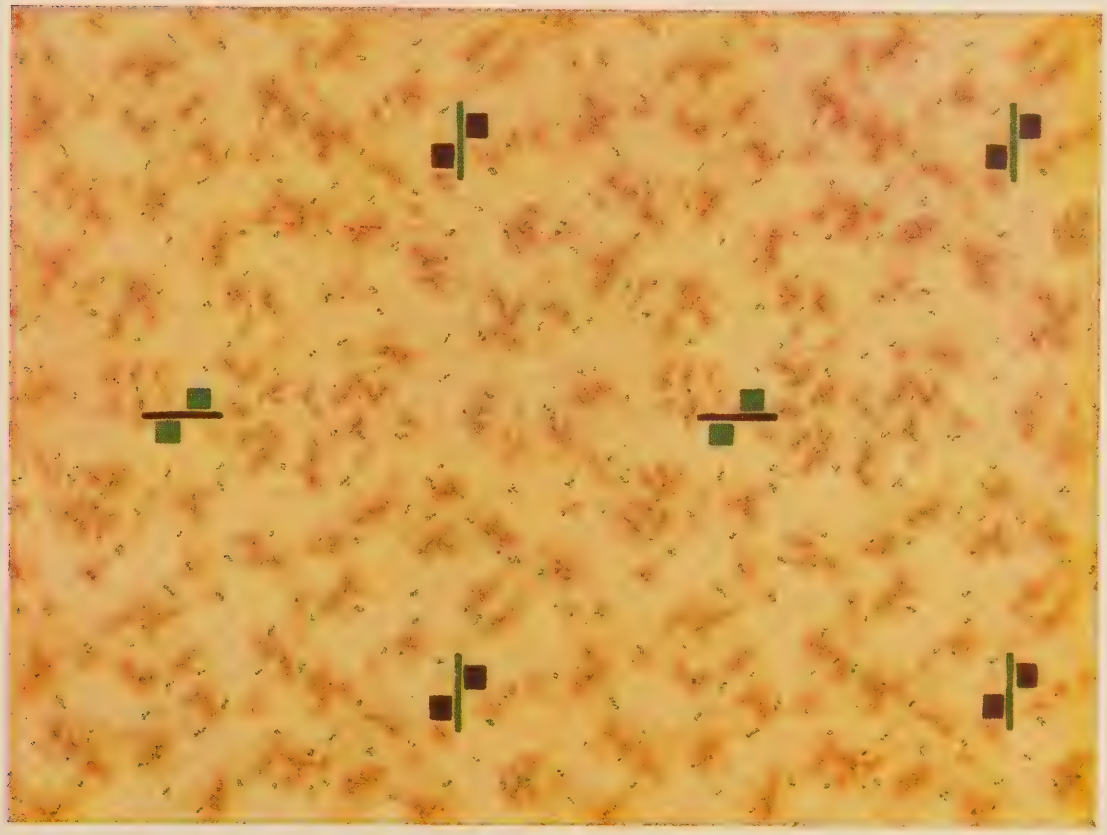
No. 3746 2 yds. wide, 8/4 **No. 1746** 3 yds. wide, 12/4 rugs also Repeat 18"



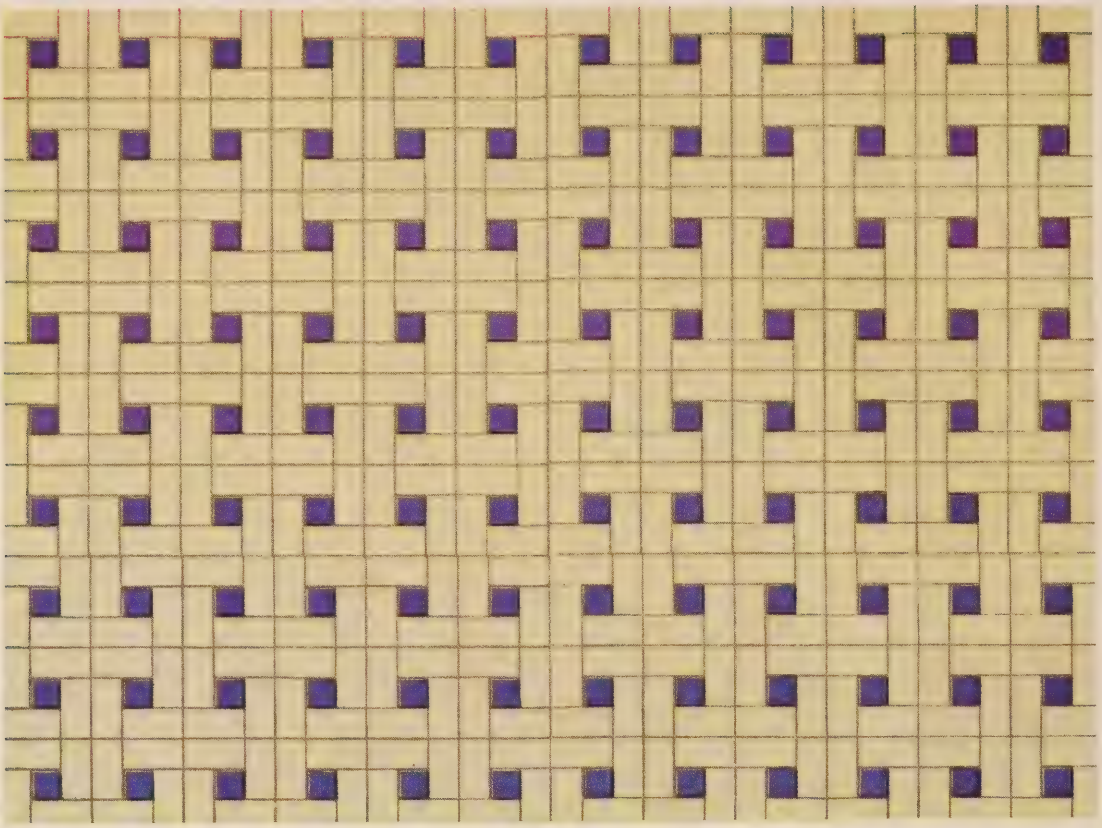
No. 3741 2 yds. wide, 8/4 **No. 1741** 3 yds. wide, 12/4 rugs also Repeat 18"



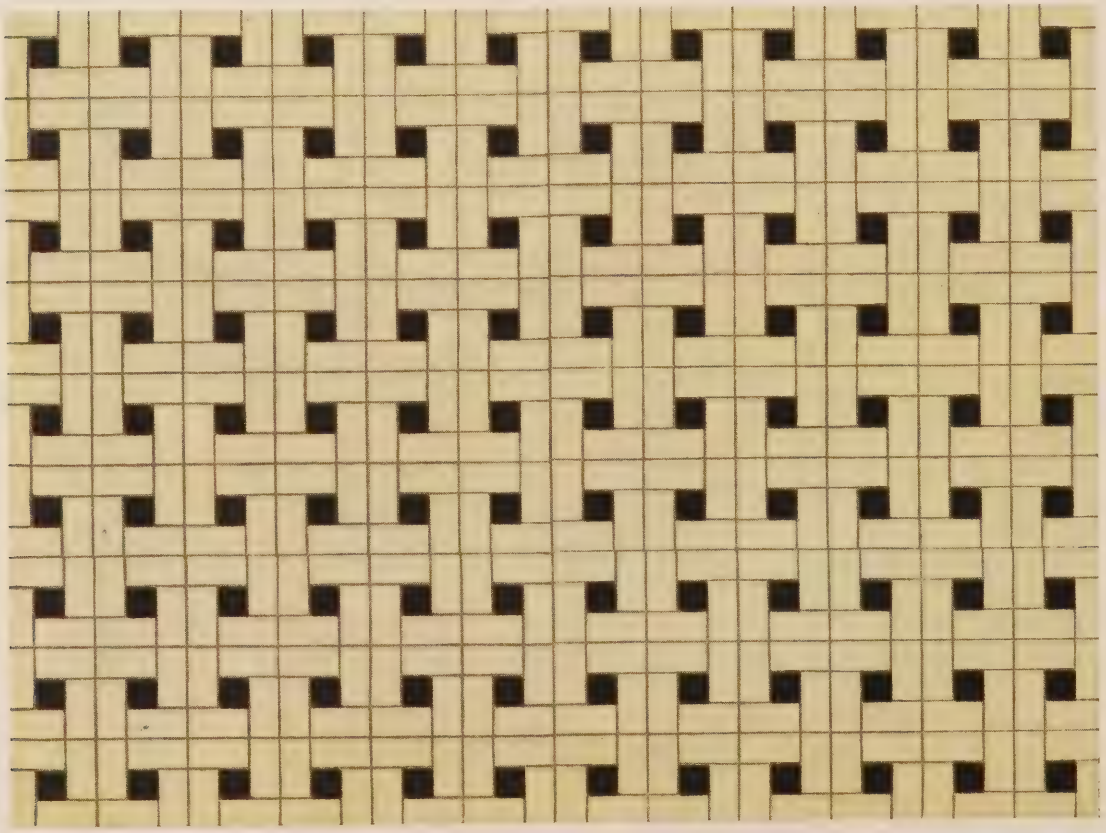
No. 3743 2 yds. wide, 8/4 **No. 1743** 3 yds. wide, 12/4 rugs also Repeat 18"



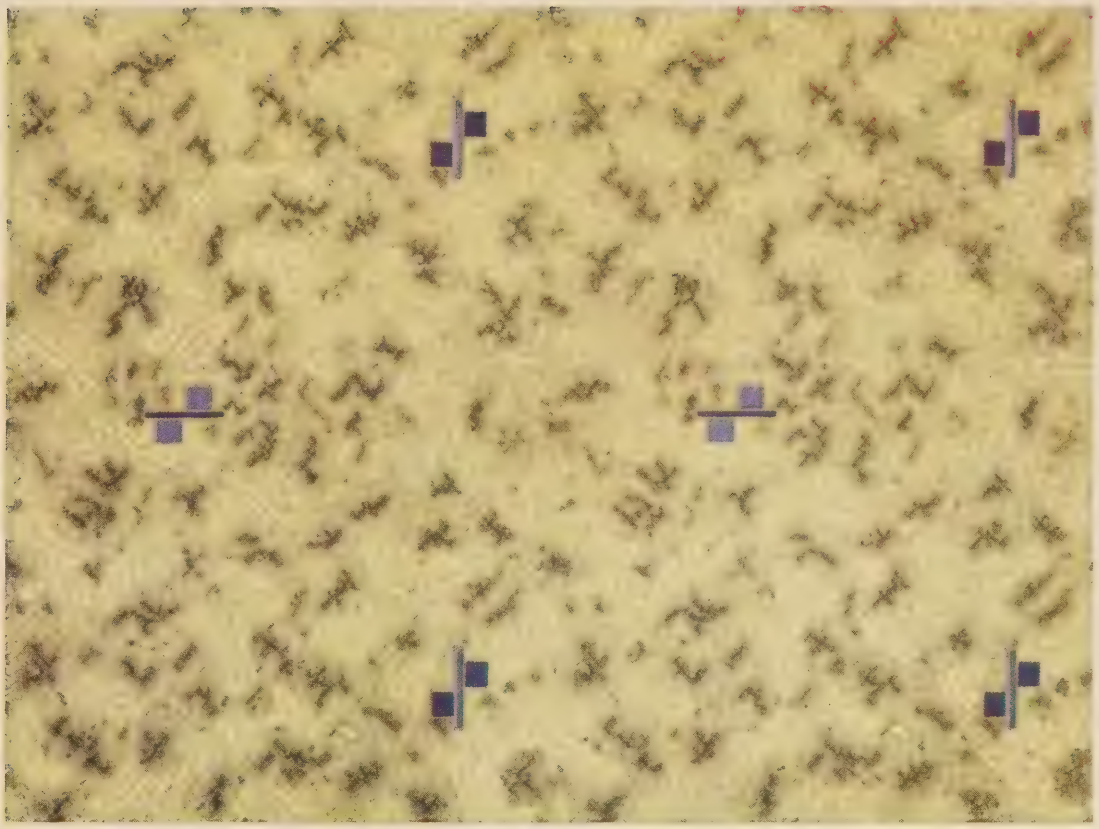
No. 3731 2 yds. wide, 8/4 only Repeat 18"



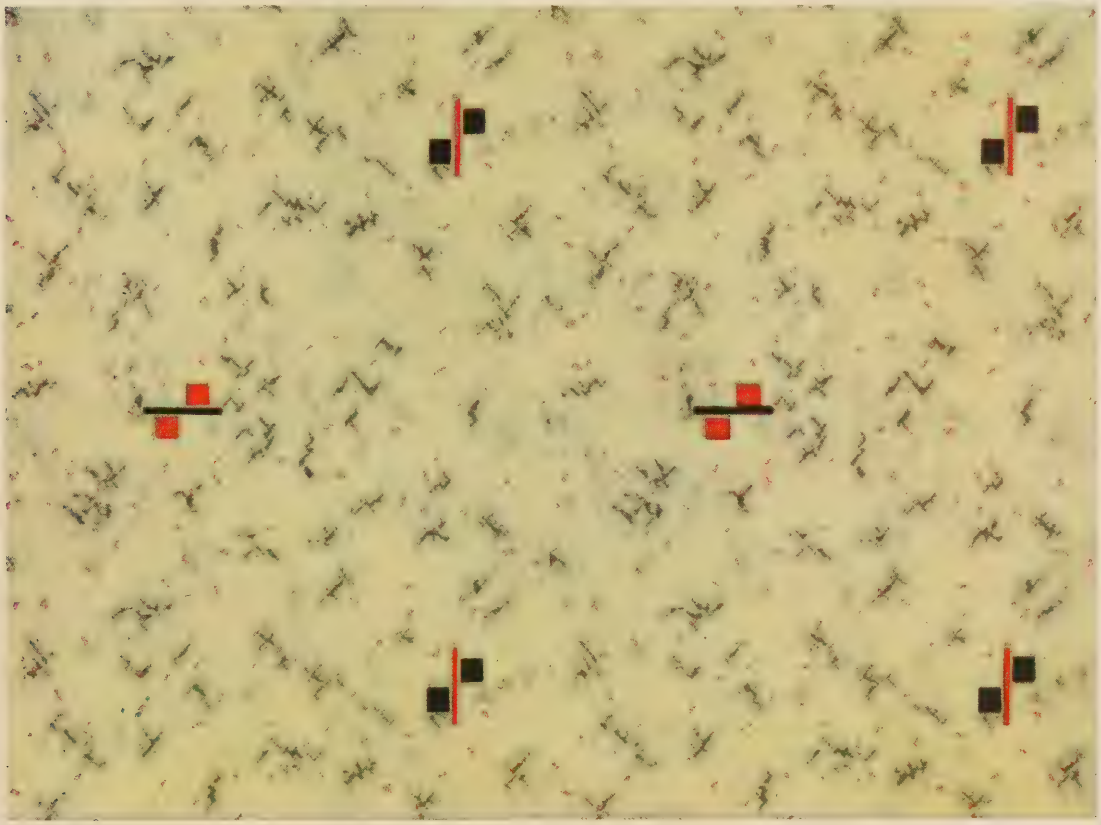
No. 3713 2 yds. wide, 8/4 only Repeat 6"



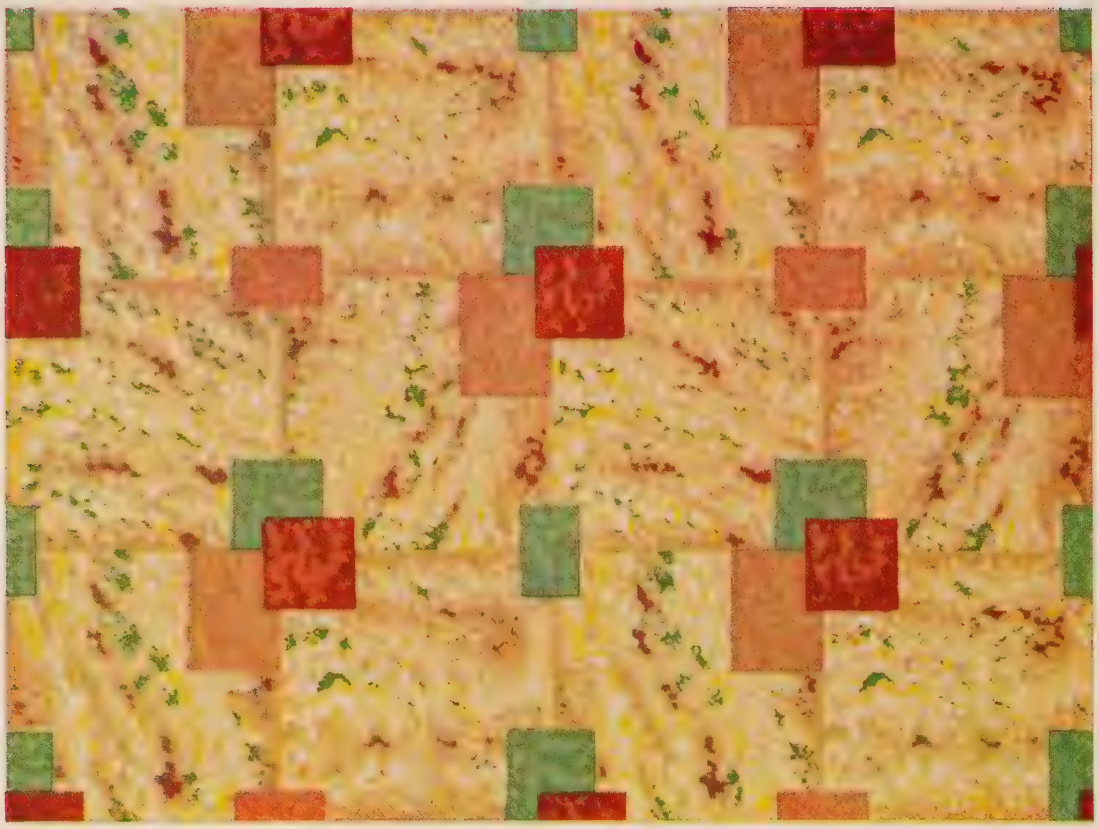
No. 3719 2 yds. wide, 8/4 only Repeat 6"



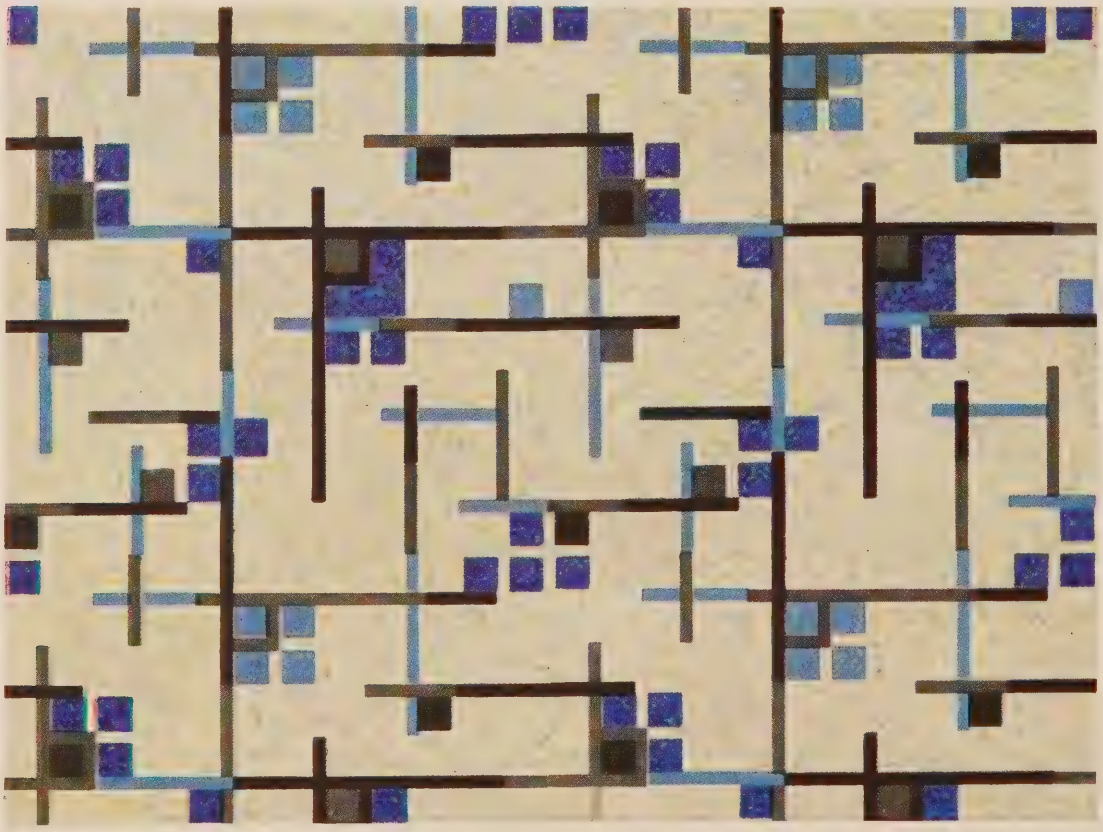
No. 3733 2 yds. wide, 8/4 only Repeat 18"



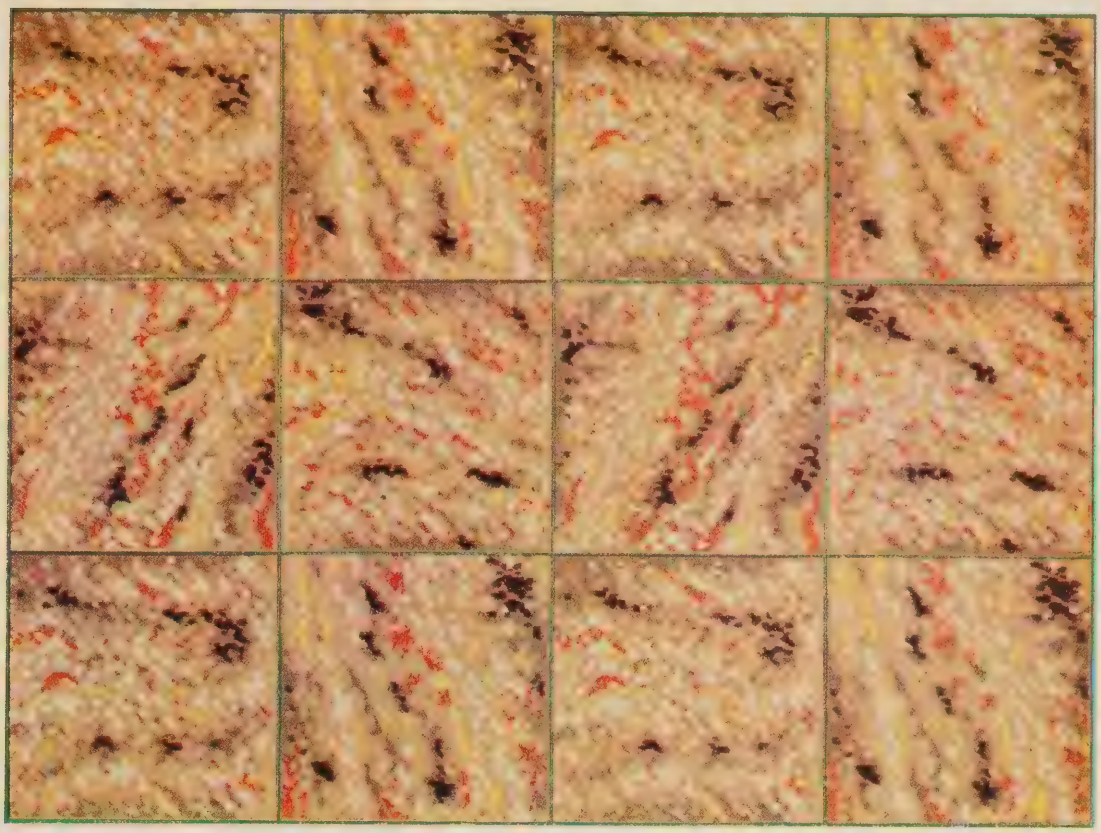
No. 3735 2 yds. wide, 8/4 only Repeat 18"



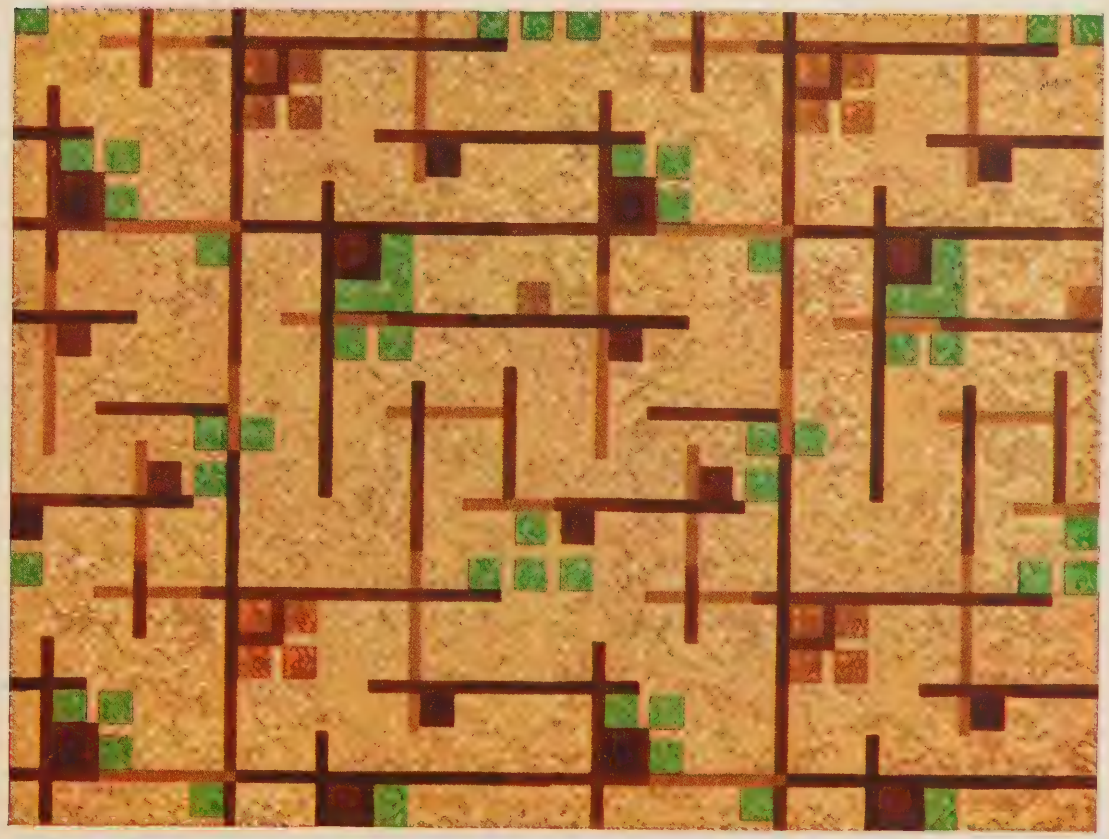
No. 3370 2 yds. wide, 8/4 **No. 1370** 3 yds. wide, 12/4 rugs also Repeat 18"



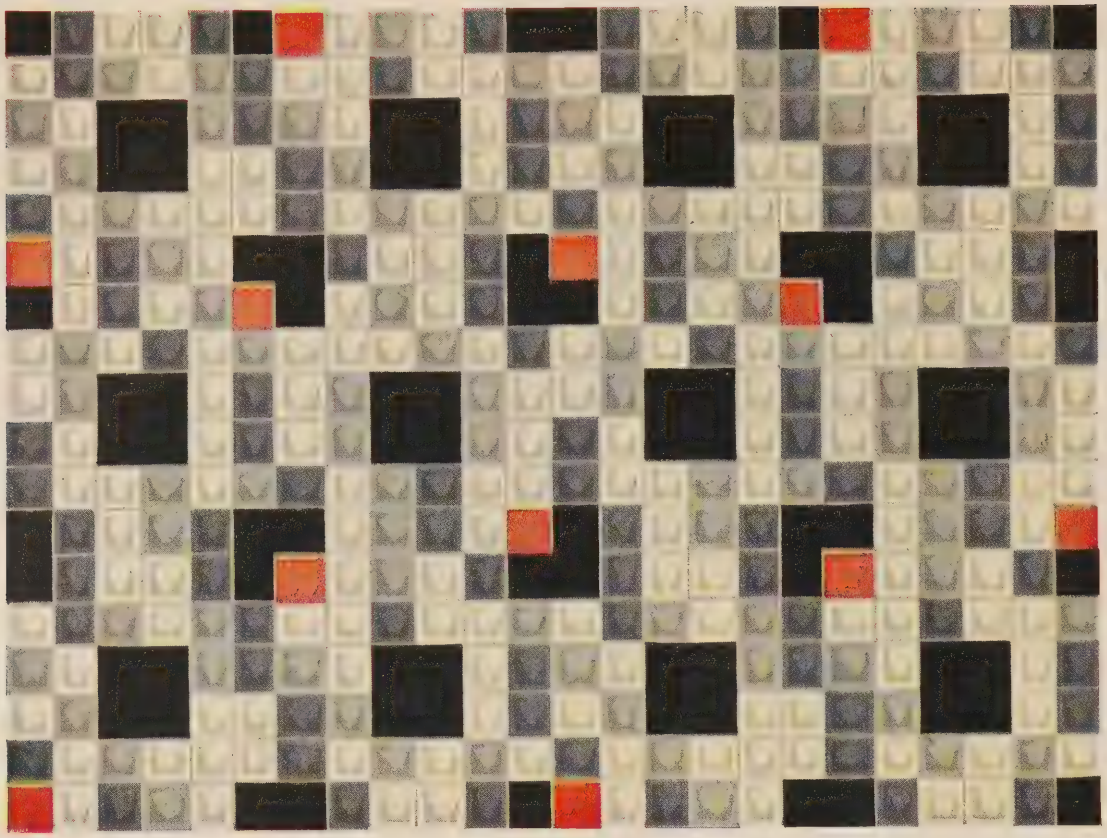
No. 3583 2 yds. wide, 8/4 **No. 1583** 3 yds. wide, 12/4 Repeat 18"



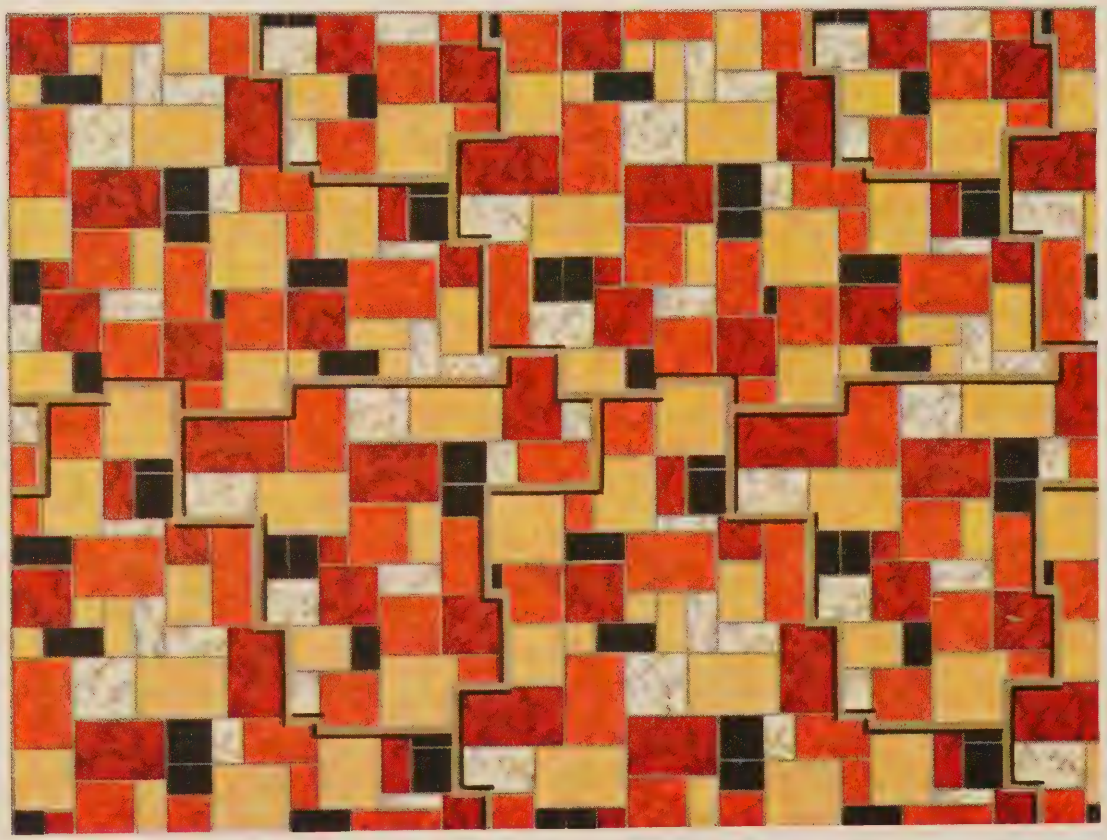
No. 3244 2 yds. wide, 8/4 **No. 1244** 3 yds. wide, 12/4 Repeat 18"



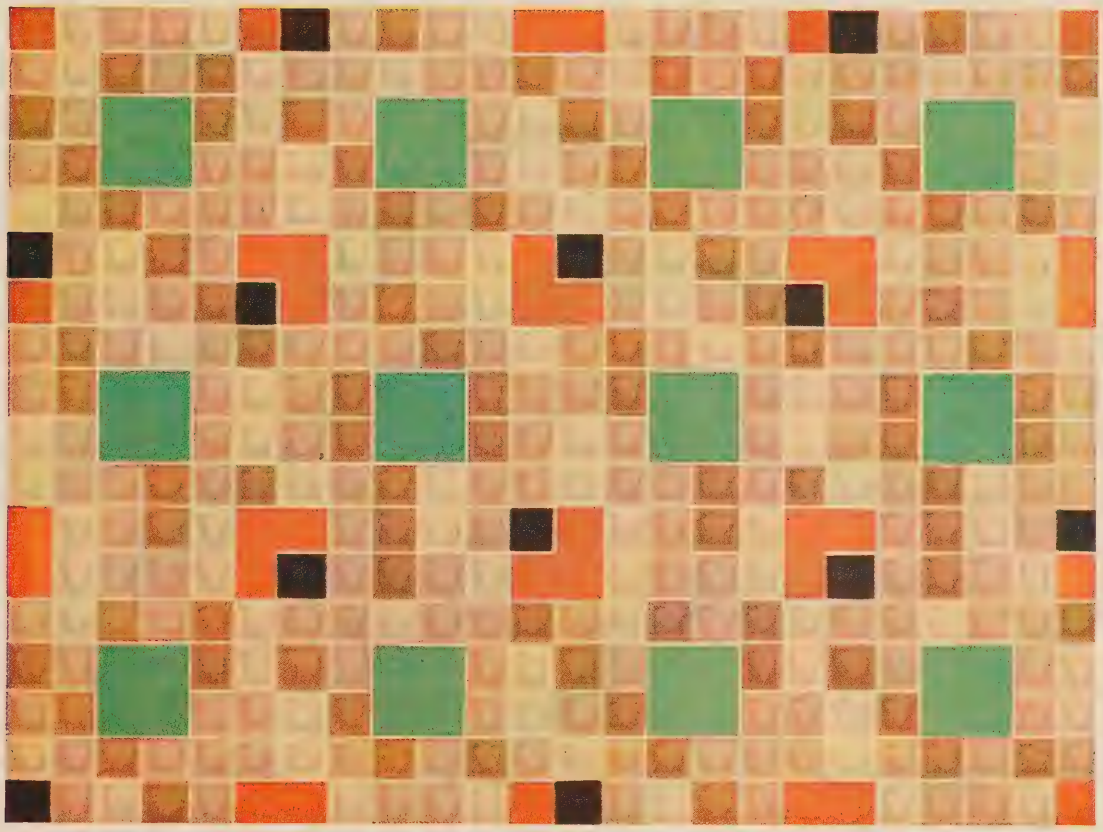
No. 3581 2 yds. wide, 8/4 **No. 1581** 3 yds. wide, 12/4 Repeat 18"



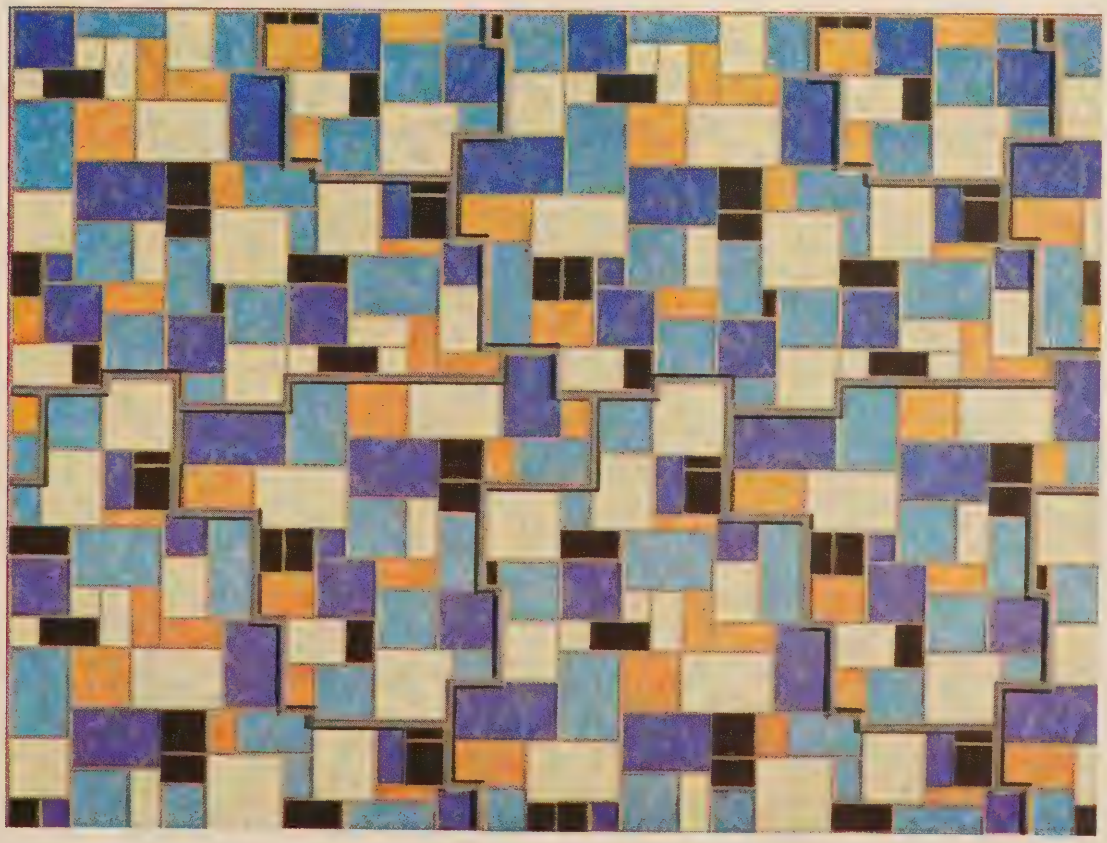
No. 3526 2 yds. wide, 8/4 **No. 1526** 3 yds. wide, 12/4 rugs also Repeat 18"



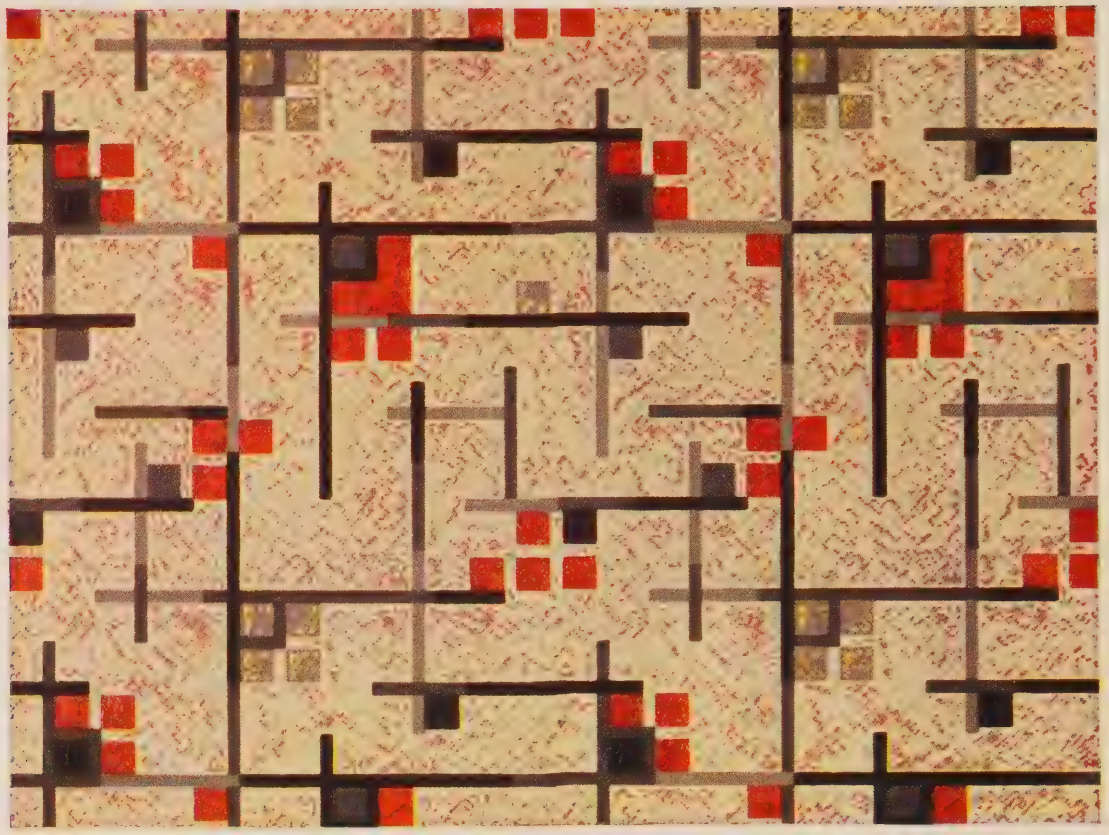
No. 3615 2 yds. wide, 8/4 **No. 1615** 3 yds. wide, 12/4 Repeat 18"



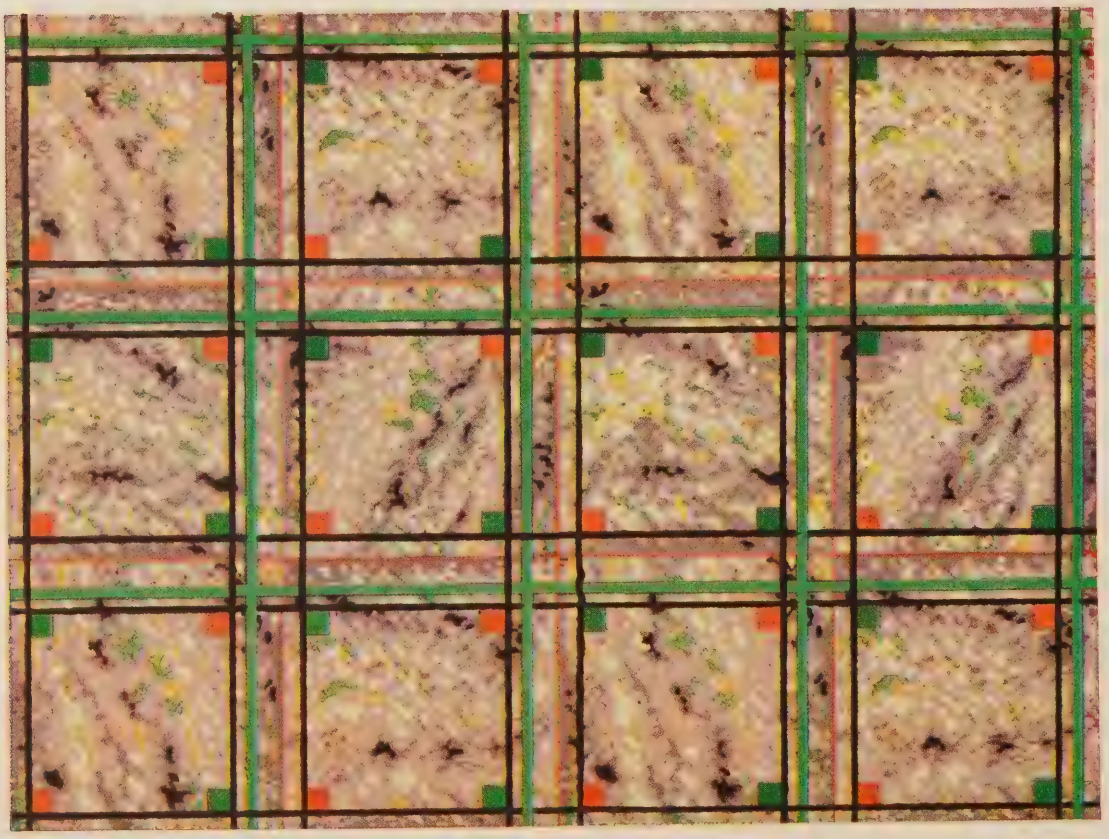
No. 3521 2 yds. wide, 8/4 **No. 1521** 3 yds. wide, 12/4 rugs also Repeat 18"



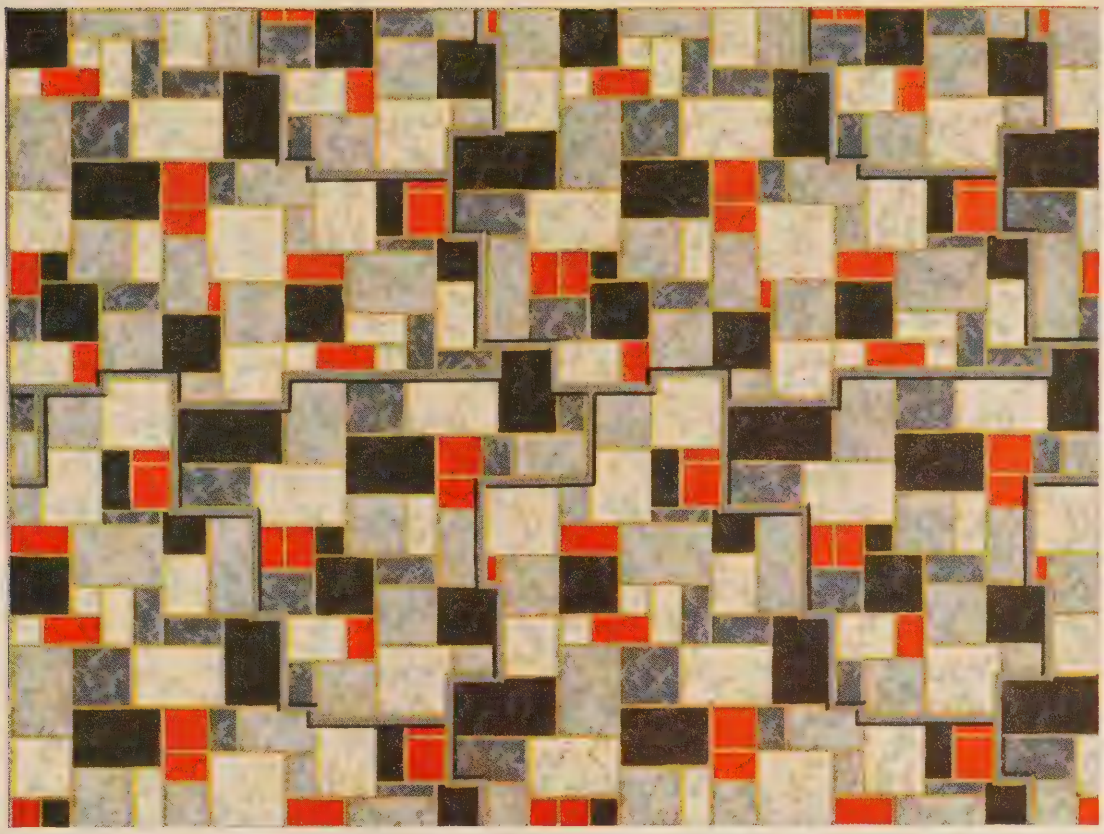
No. 3613 2 yds. wide, 8/4 only Repeat 18"



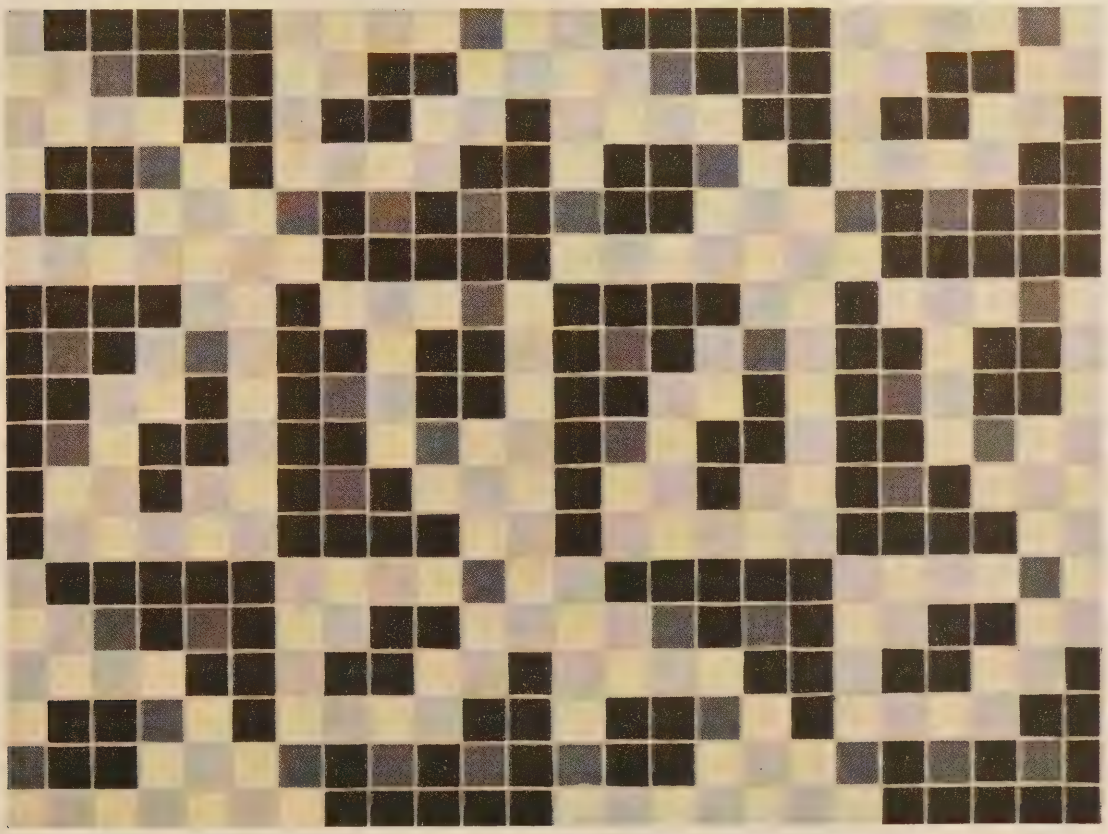
No. 3584 2 yds. wide, 8/4 **No. 1584** 3 yds. wide, 12/4 Repeat 18"



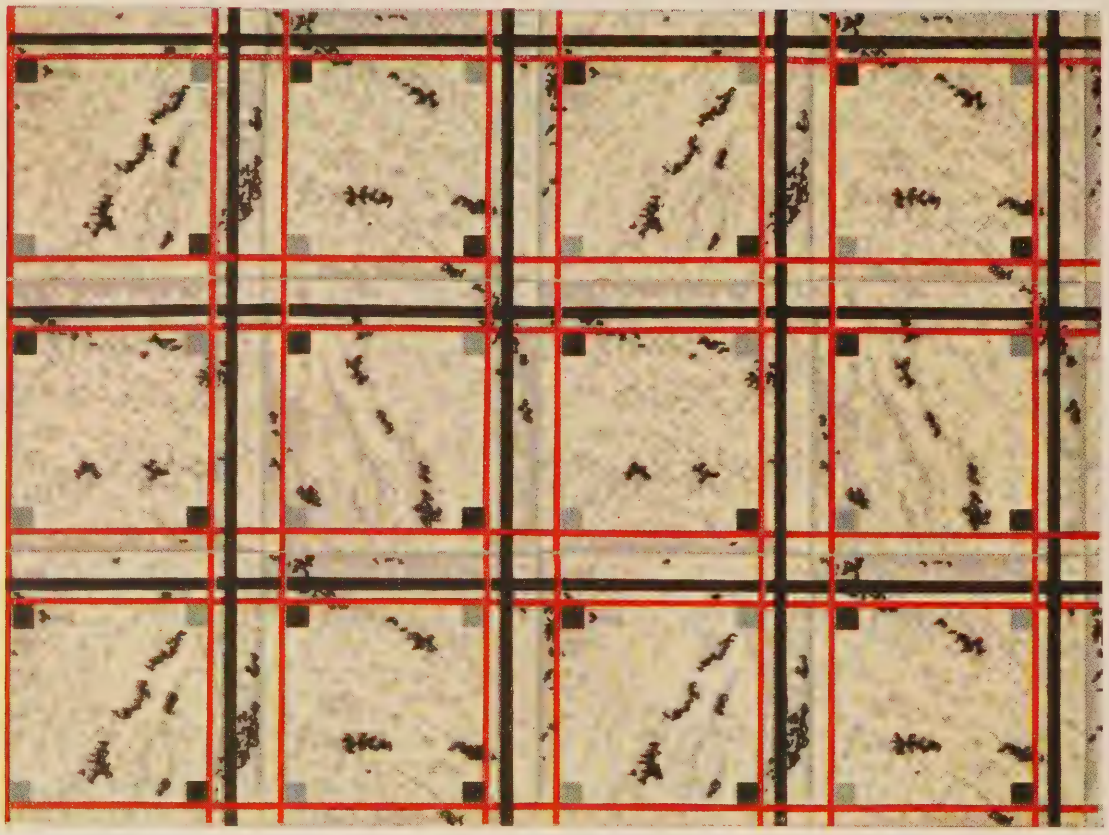
No. 3552 2 yds. wide, 8/4 **No. 1552** 3 yds. wide, 12/4 Repeat 18"



No. 3616 2 yds. wide, 8/4 **No. 1616** 3 yds. wide, 12/4 Repeat 18"



No. 3486 2 yds. wide, 8/4 only Repeat 18"



No. 3555 2 yds. wide, 8/4 **No. 1555** 3 yds. wide, 12/4 rugs also Repeat 18"

No. 3610 2 yds. wide, 8/4 only Repeat 18"

The playroom is one room that demands an attractive, long-wearing floor covering at moderate cost. Economy Rugs and Floor Coverings are the ideal solution.

ECONOMY RUGS and FLOOR COVERINGS

This is the floor covering line of quality and style in modern design at a moderate price. Economy Rugs and Floor Coverings are made with the same care and skill that Bird devotes to Chromalin and Armored with BAKELITE*. Economy is in every respect typical of the Bird high standard of quality.

No. 2891 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

No. 2900 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 Repeat 18"

No. 2905 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 Repeat 18"

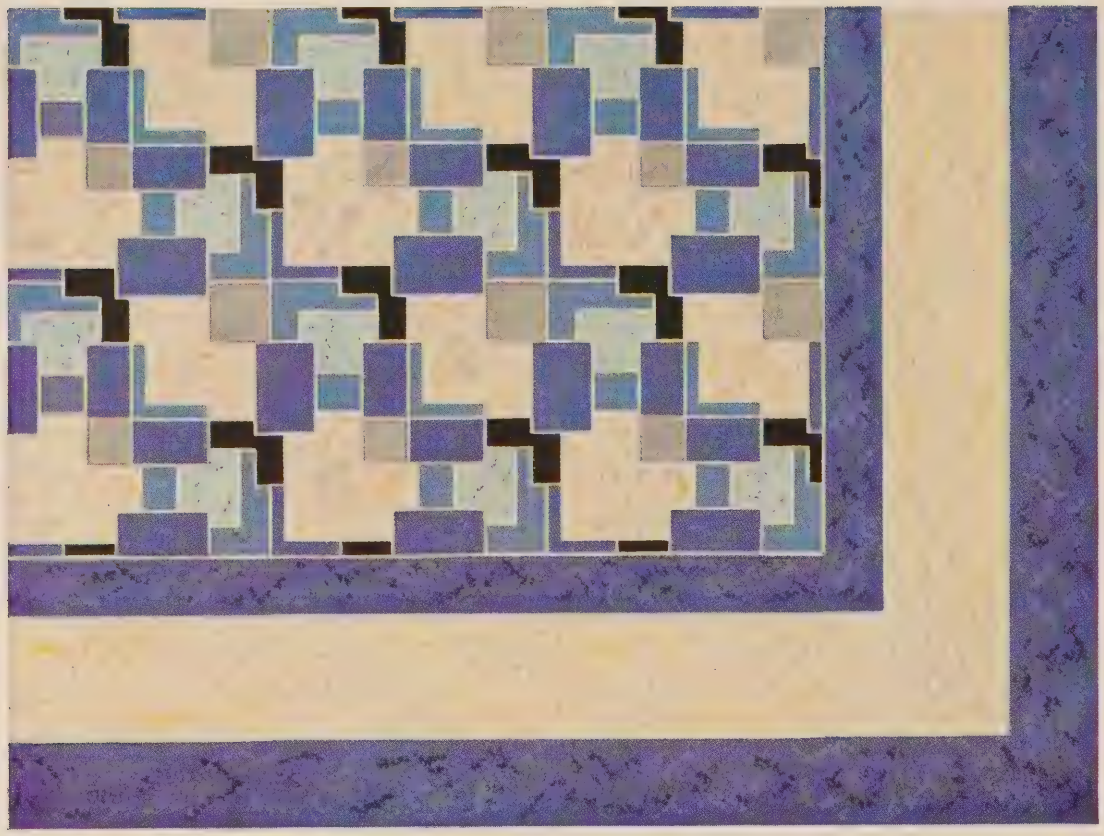
No. 2901 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 Repeat 18"

No. 2892 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

No. 2895 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

No. 2803 sizes 9x15, 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

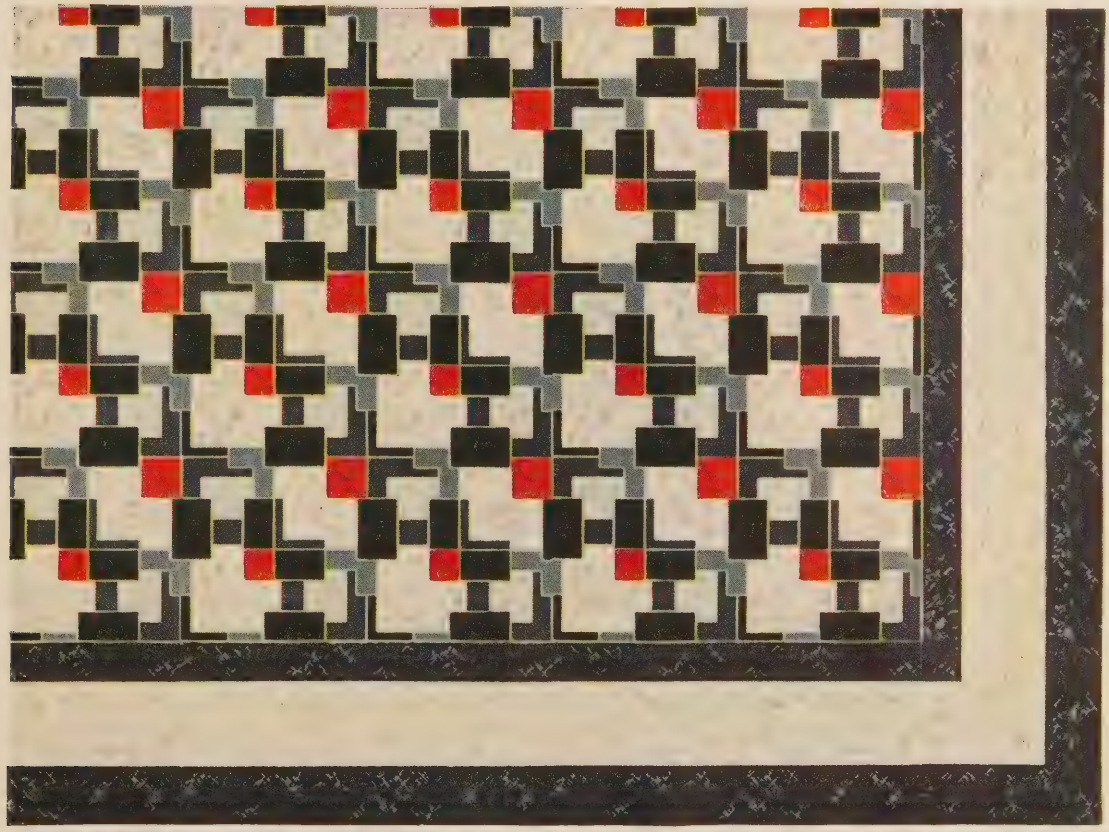
No. 2807 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"



No. 2853 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 Repeat 18"

No. 2811 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

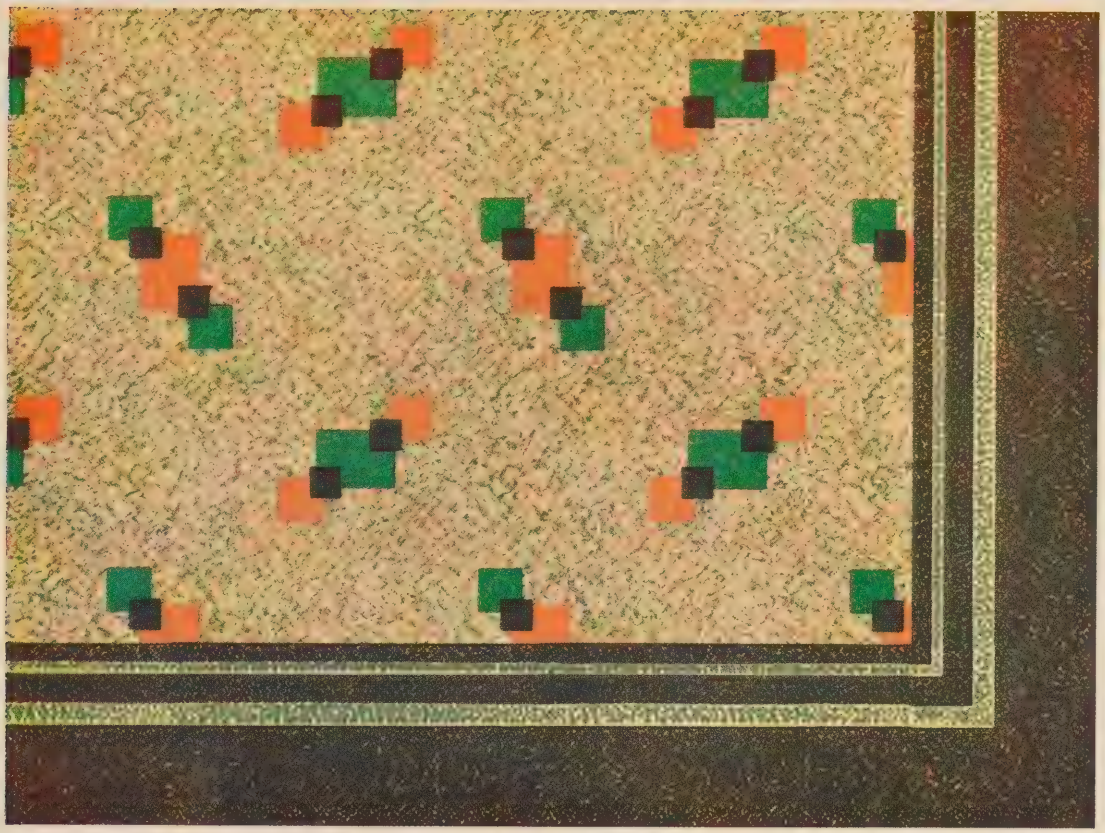
No. 2801 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"



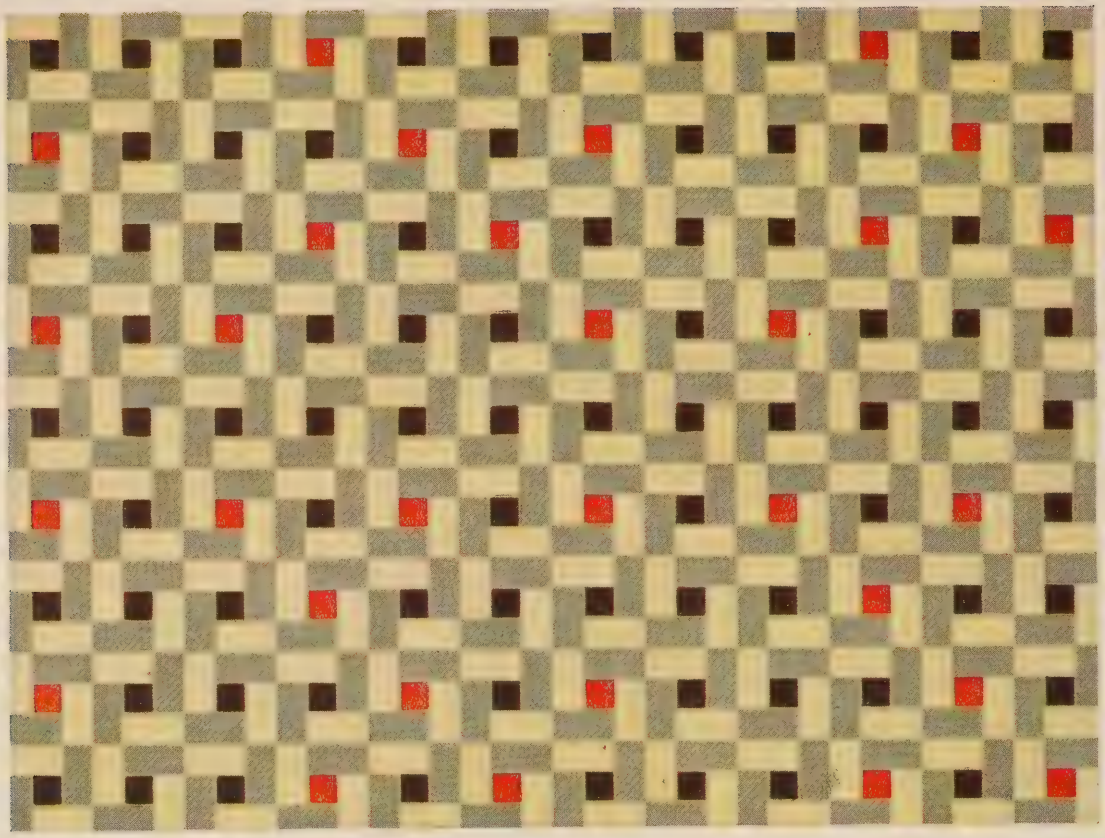
No. 2856 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 Repeat 18"

No. 2812 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"

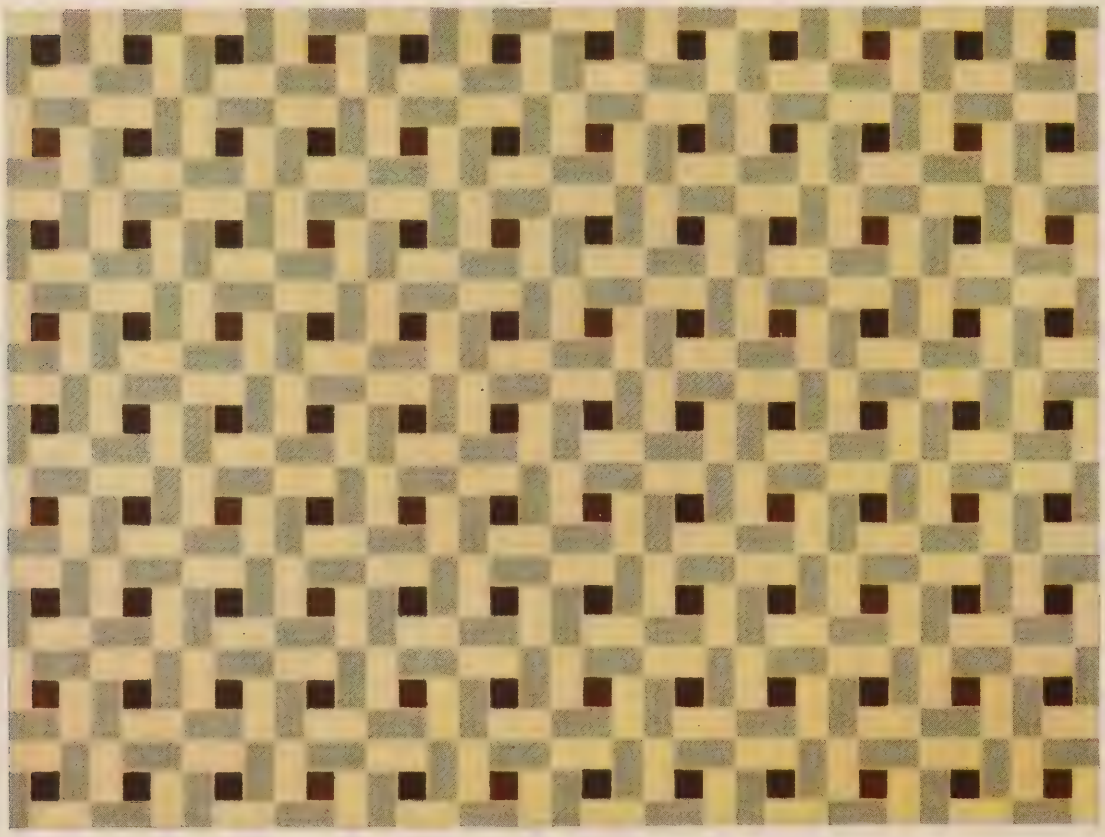
No. 2818 sizes 9x12, 9x10½, 9x9, 7½x9, 6x9, Repeat 18"



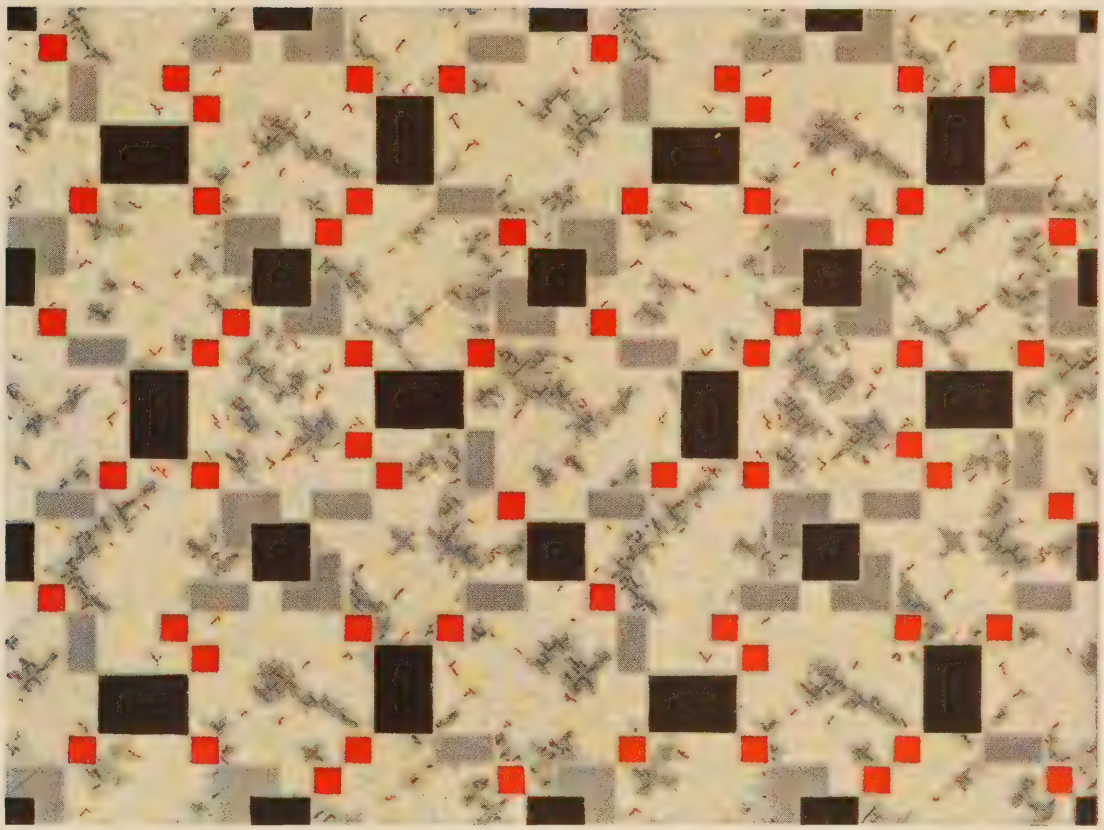
No. 2781 sizes 9x12, 9x10½, 7½x9, 6x9, also 8/4 Repeat 18"



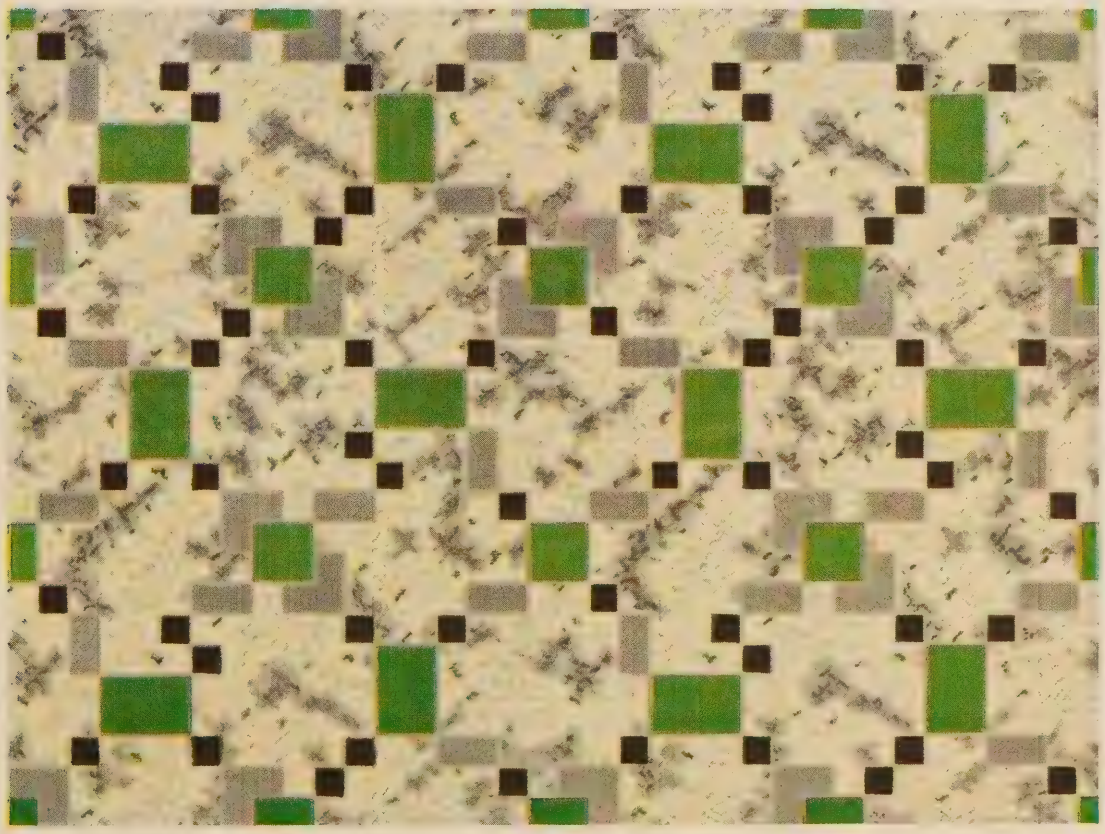
No. 4925 2 yds. wide, 8/4 only Repeat 18"



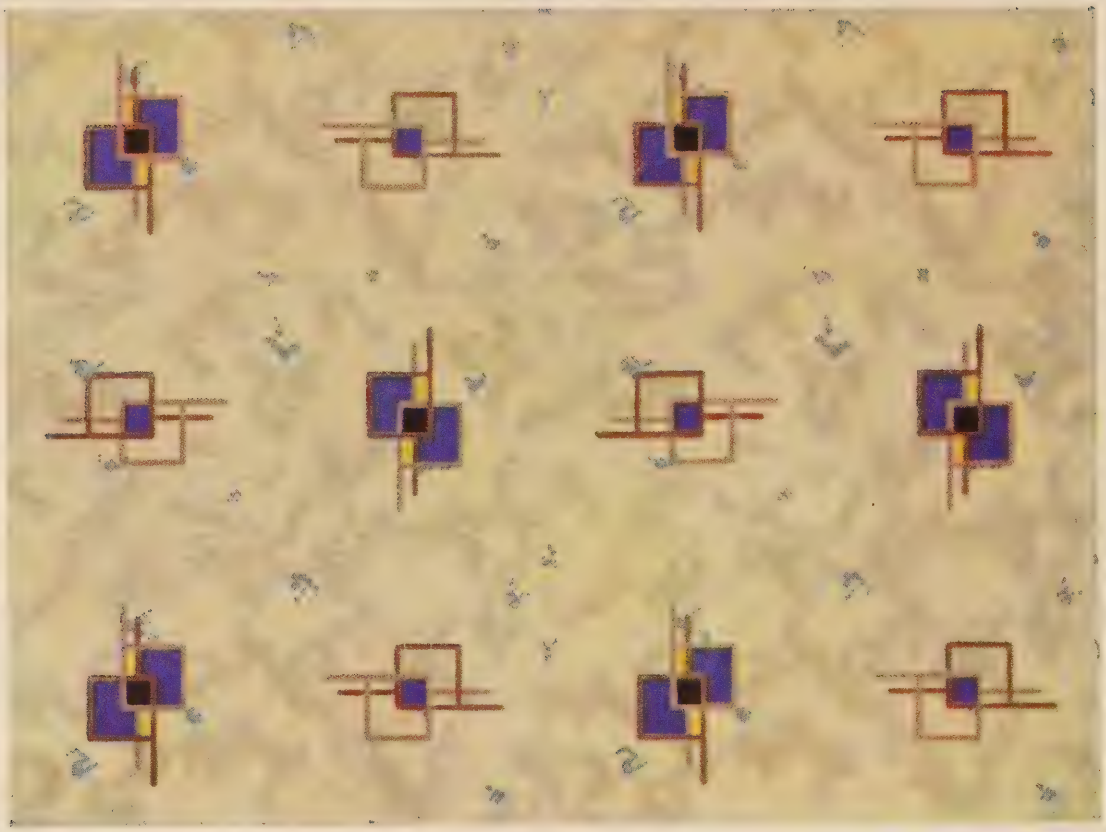
No. 4926 2 yds. wide, 8/4 only Repeat 6"



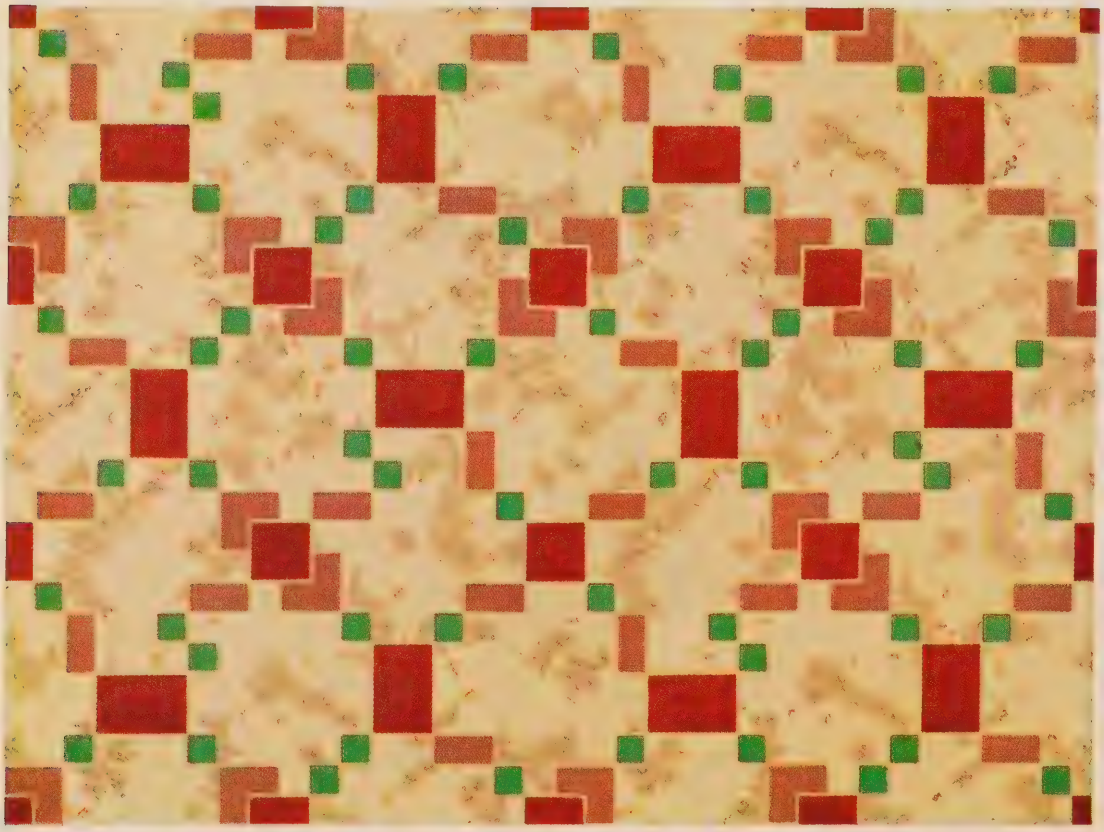
No. 4905 2 yds. wide, 8/4 rugs also Repeat 18"



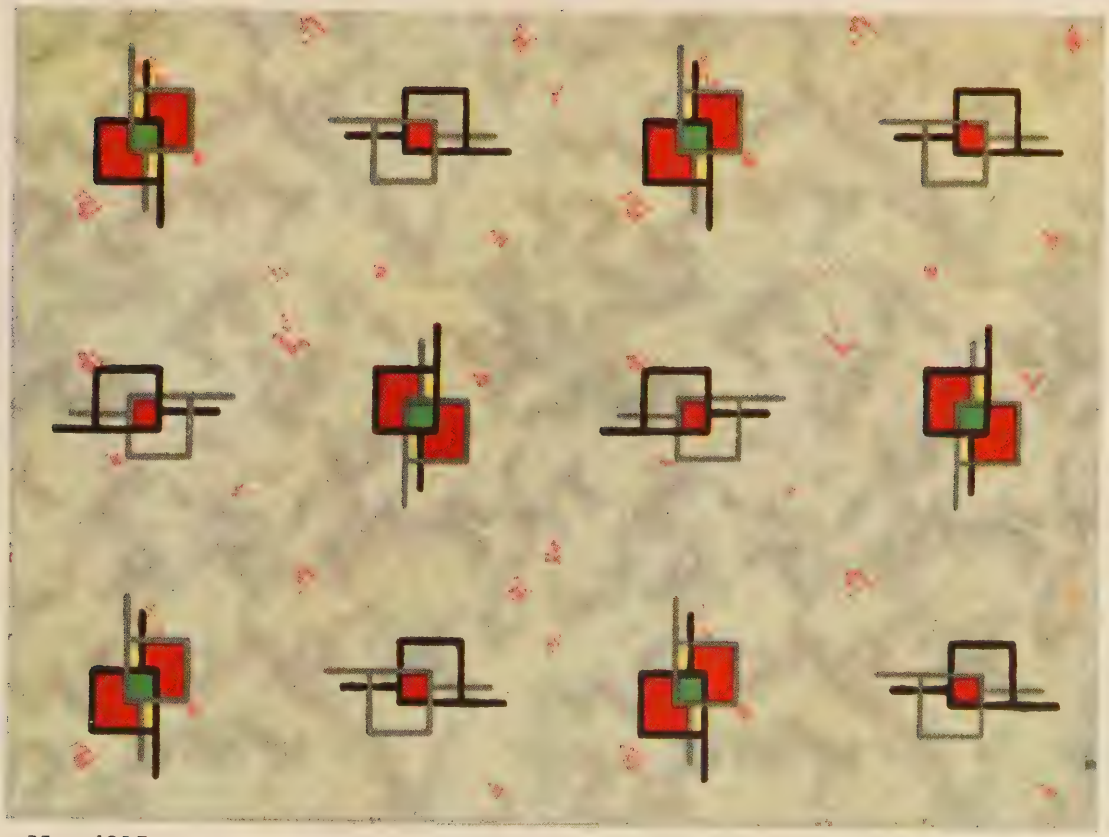
No. 4900 2 yds. wide, 8/4 rugs also Repeat 18"



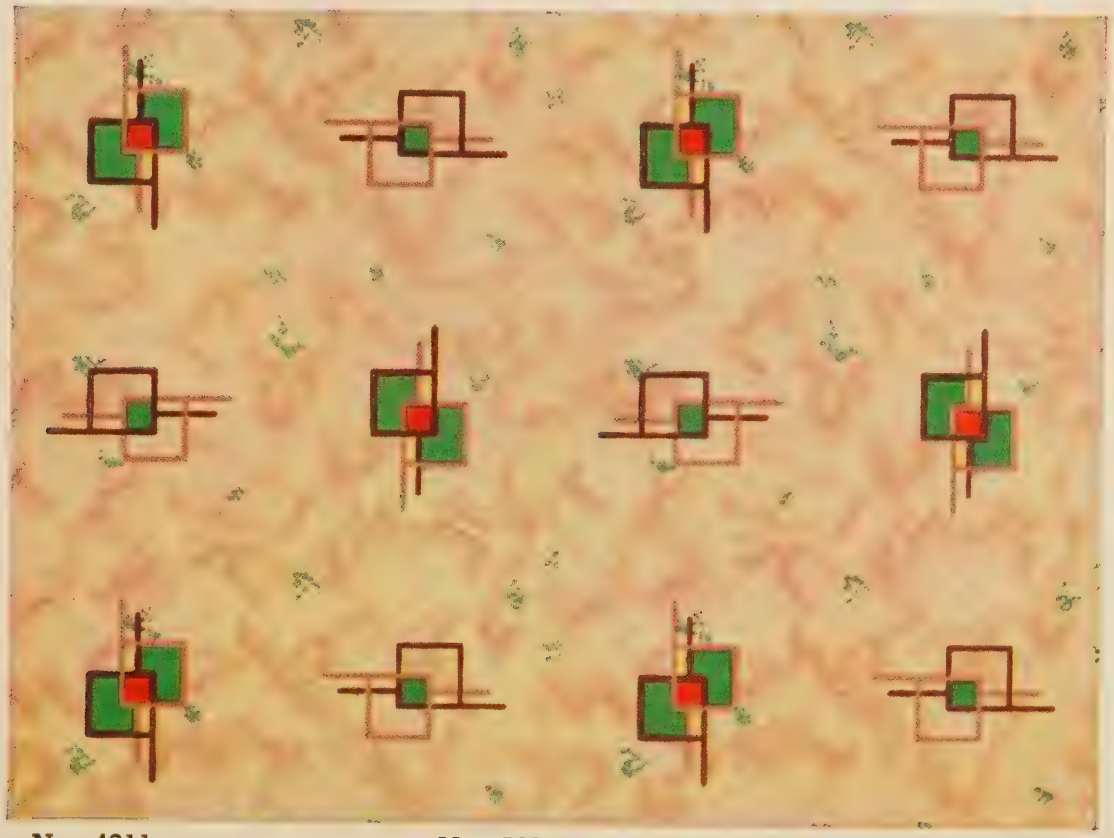
No. 4913 2 yds. wide, 8/4 **No. 5913** 3 yds. wide, 12/4 Repeat 18"



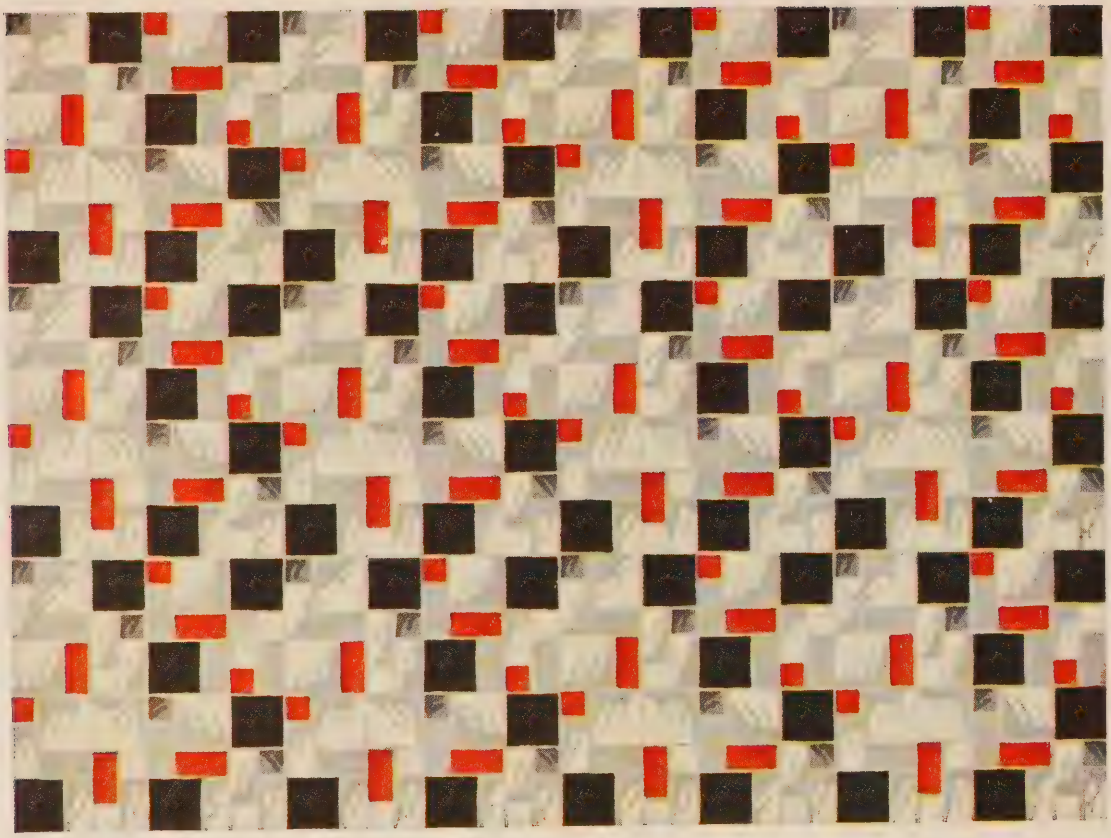
No. 4901 2 yds. wide, 8/4 rugs also Repeat 18"



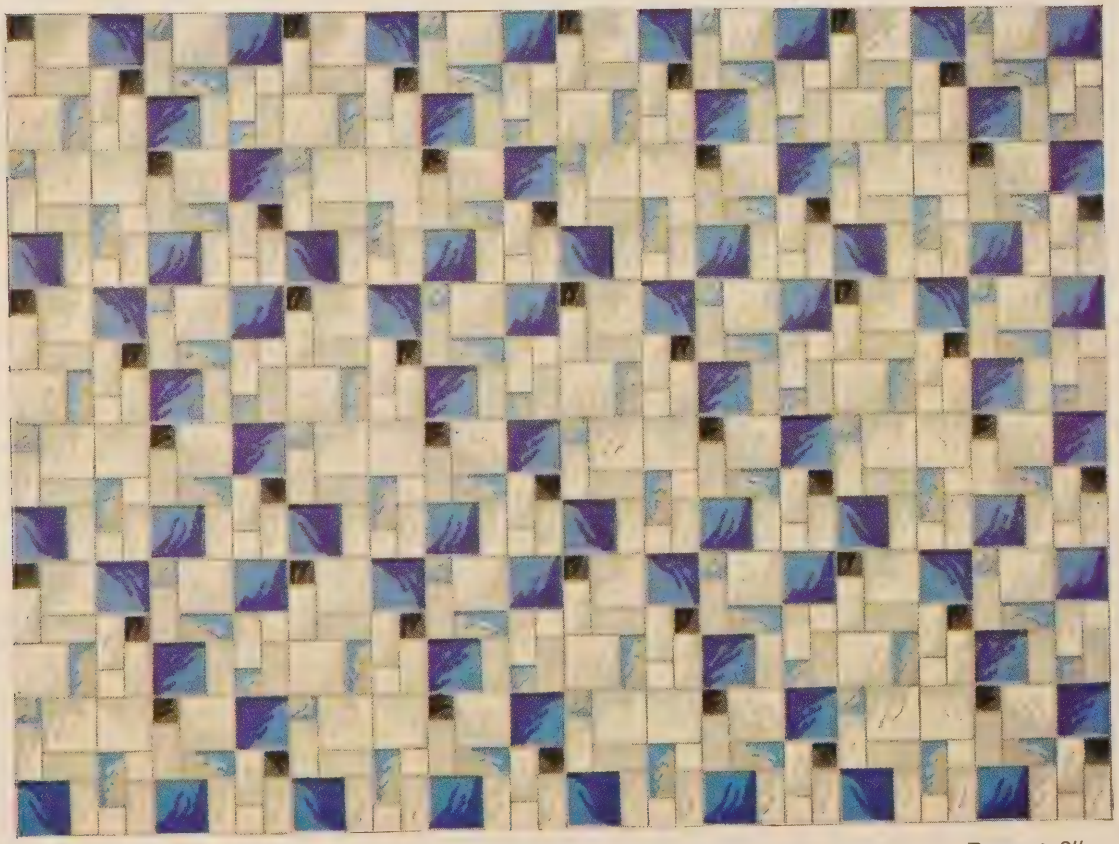
No. 4915 2 yds. wide, 8/4 **No. 5915** 3 yds. wide, 12/4 Repeat 18"



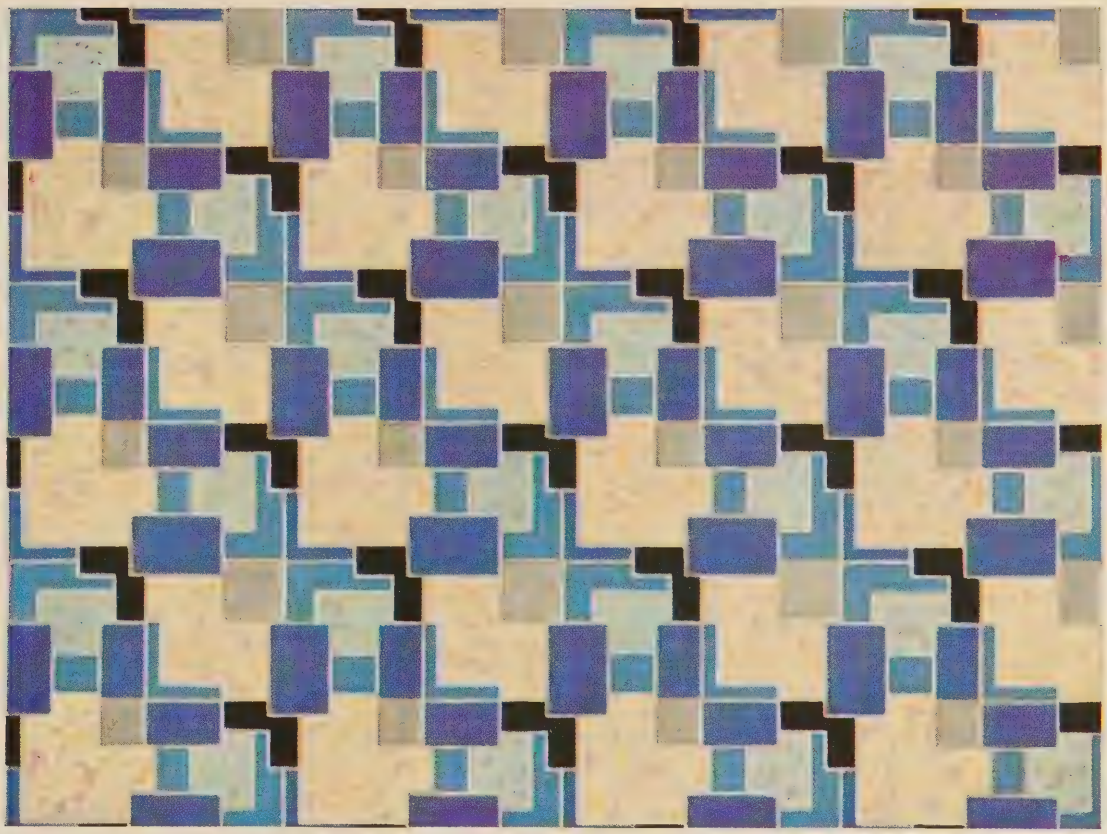
No. 4911 2 yds. wide, 8/4 **No. 5911** 3 yds. wide, 12/4 Repeat 18"



No. 4826 2 yds. wide, 8/4 **No. 5826** 3 yds. wide, 12/4 Repeat 9"

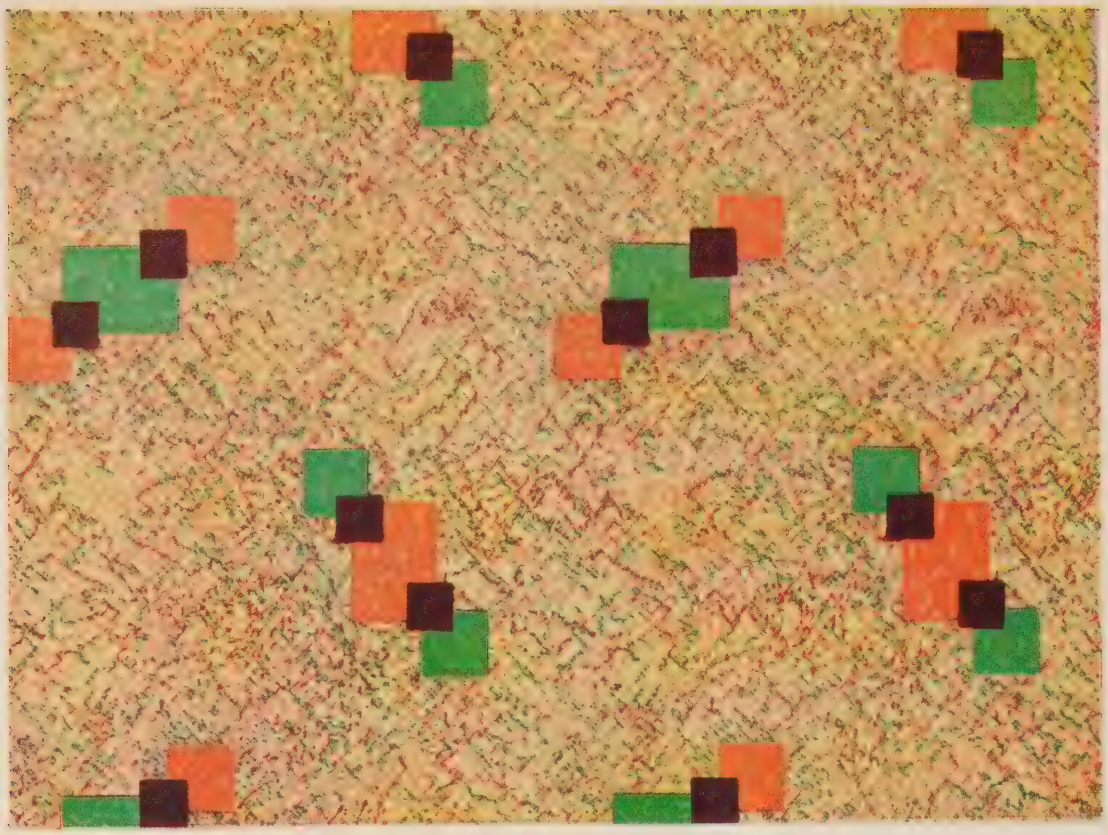


No. 4823 2 yds. wide, 8/4 **No. 5823** 3 yds. wide, 12/4 Repeat 9"

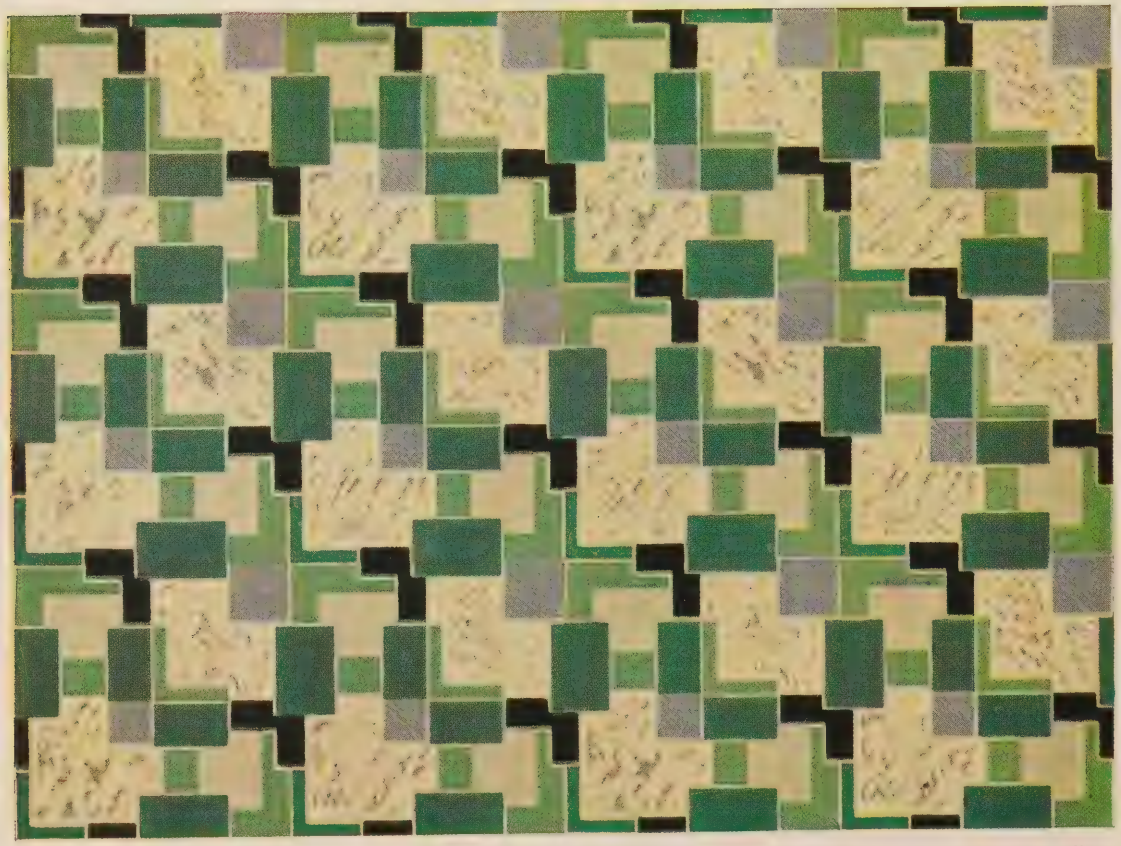


No. 4853 2 yds. wide, 8/4 rugs also Repeat 18"

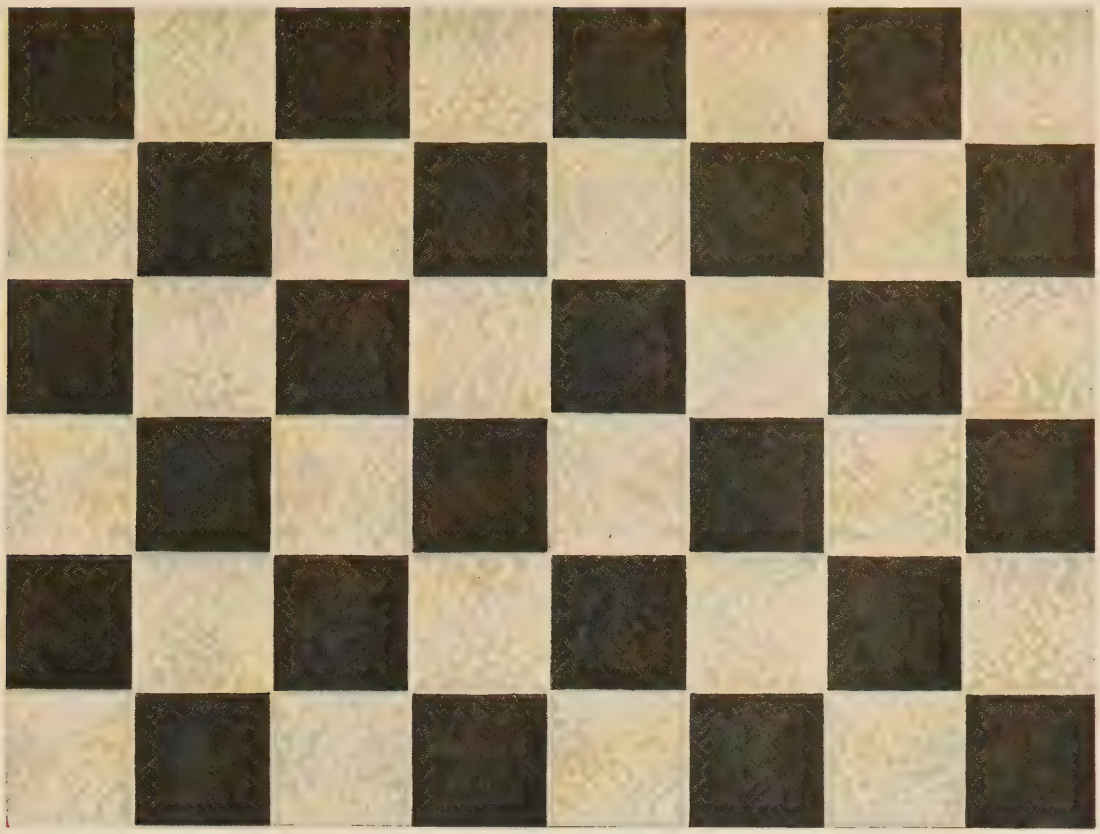
No. 4861 2 yds. wide, 8/4 **No. 5861** 3 yds. wide, 12/4 Repeat 18"



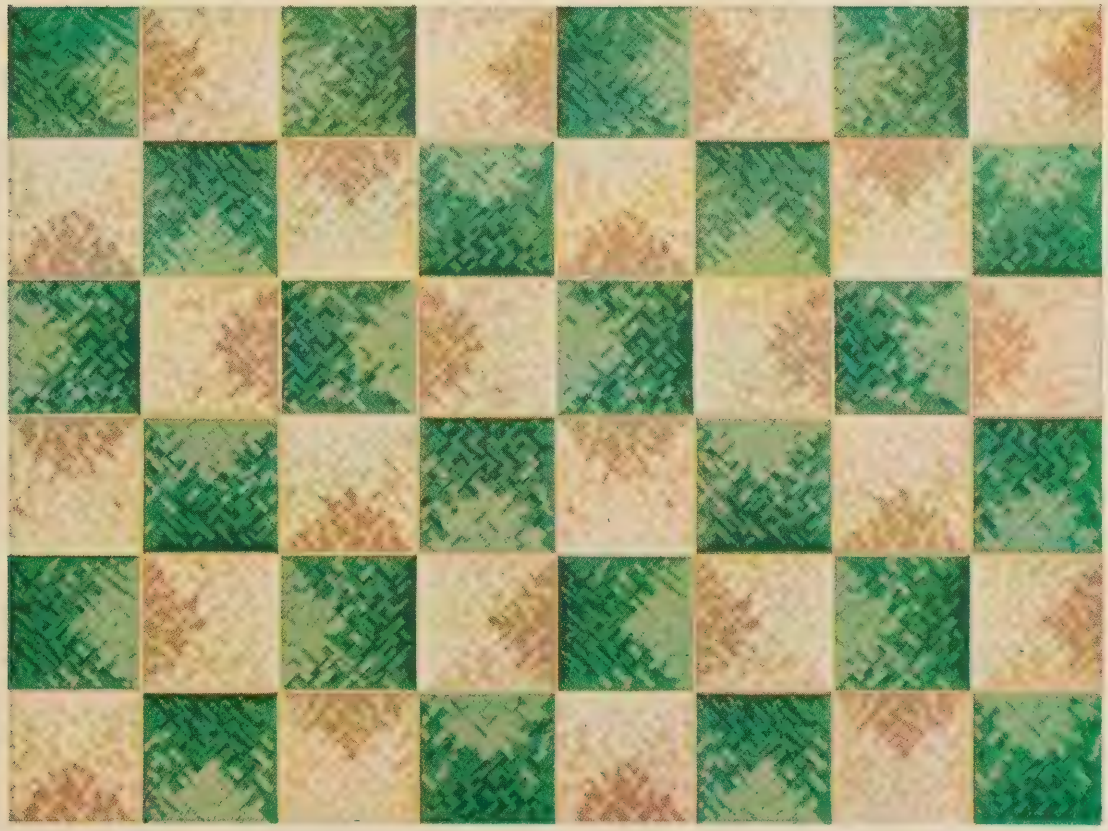
No. 4781 2 yds. wide, 8/4 rugs also Repeat 18"



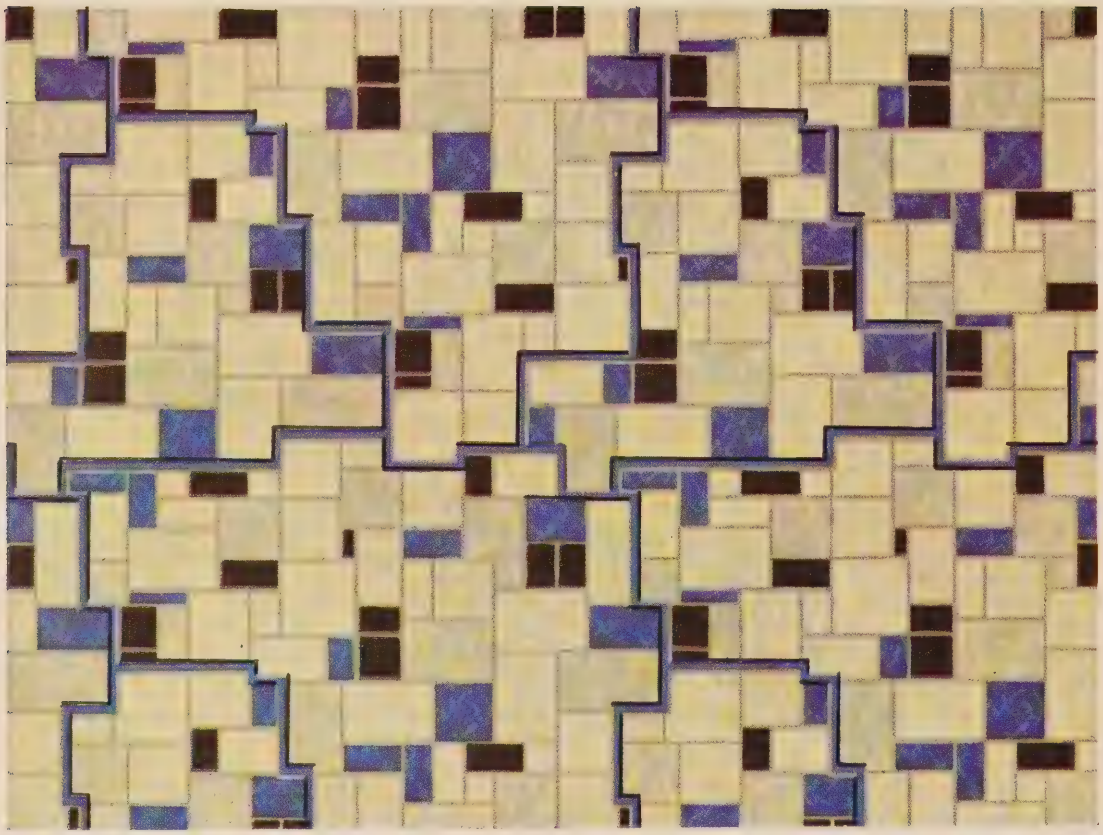
No. 4858 2 yds. wide, 8/4 only Repeat 18"



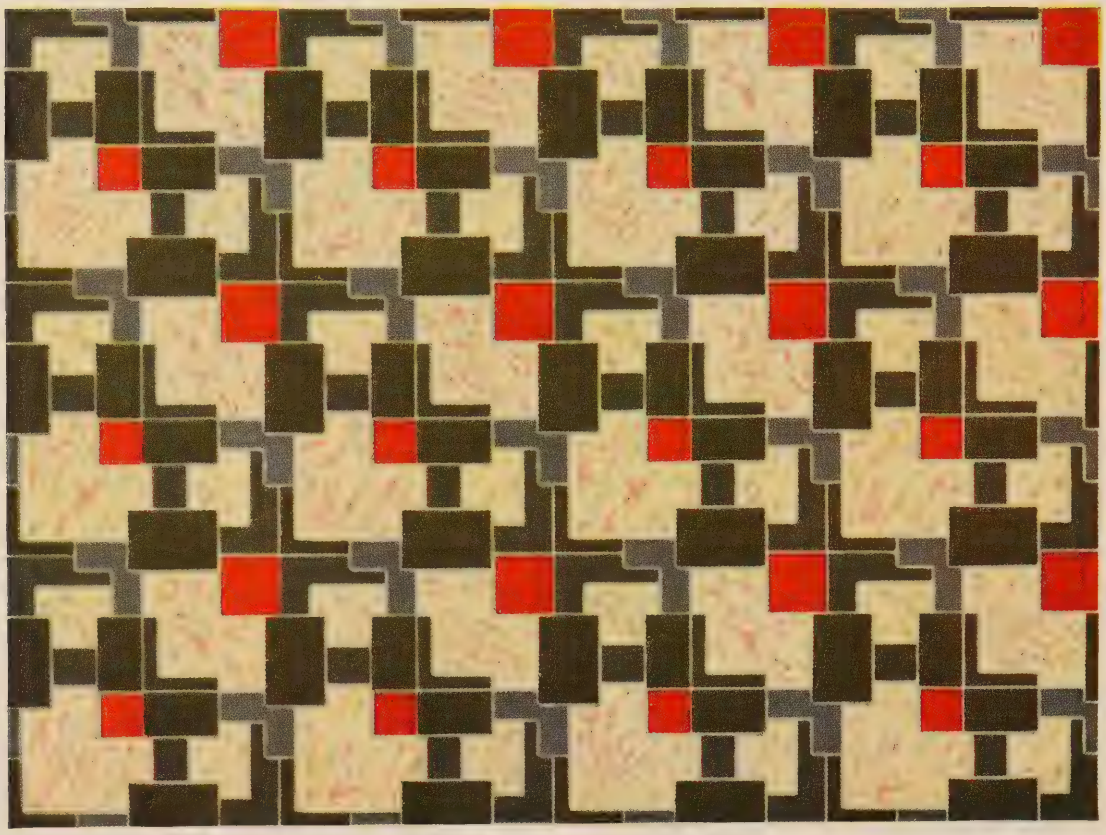
No. 4796 2 yds. wide, 8/4 only Repeat 18"



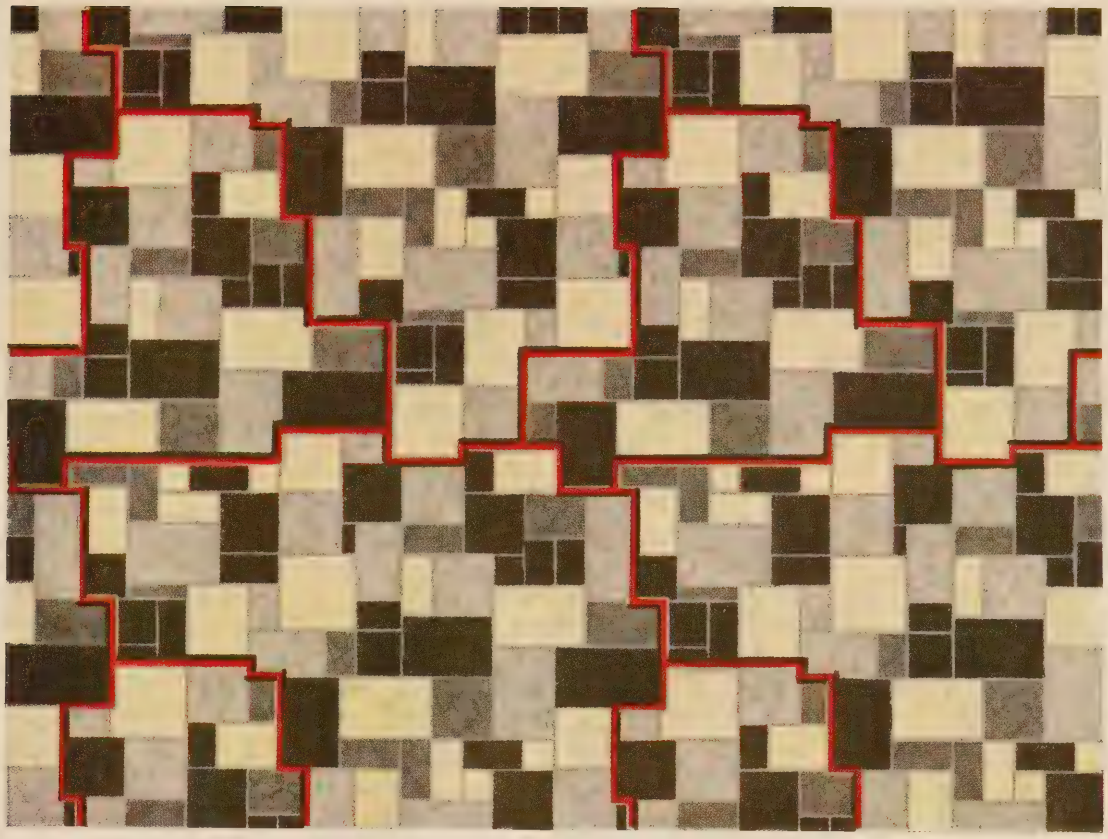
No. 4790 2 yds. wide, 8/4 only Repeat 18"



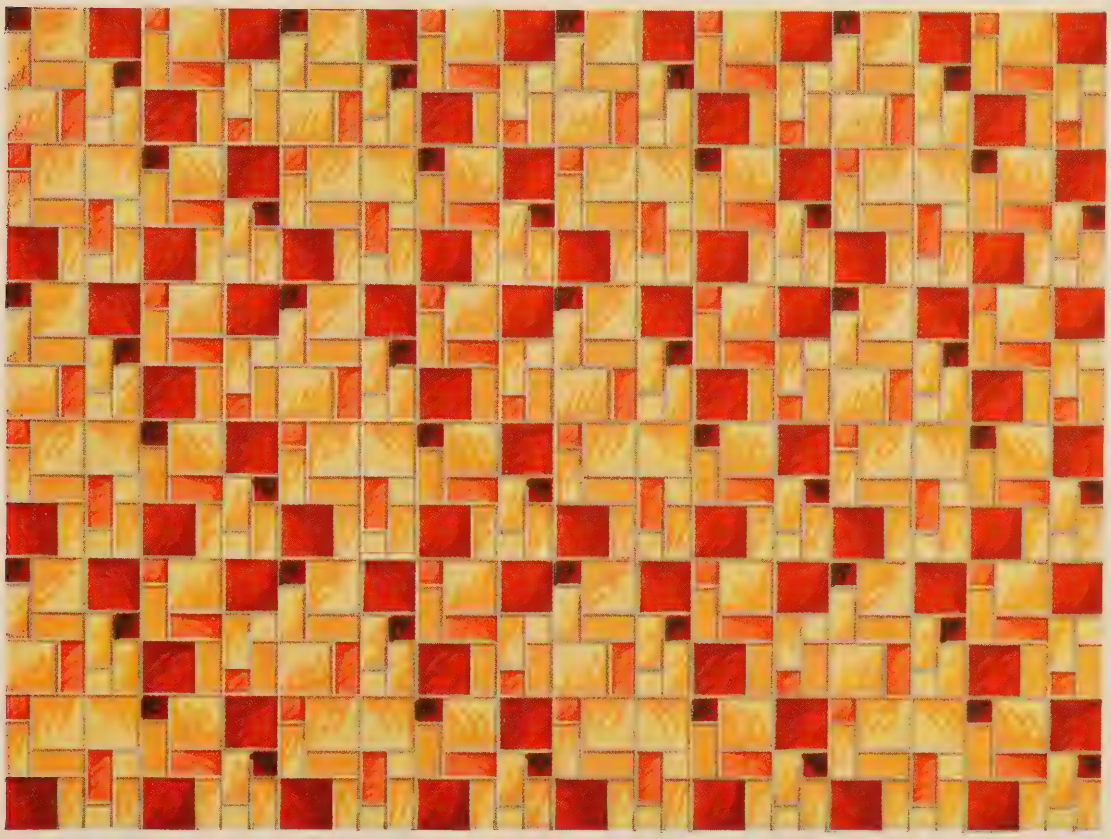
No. 4863 2 yds. wide, 8/4 **No. 5863** 3 yds. wide, 12/4 Repeat 18"



No. 4856 2 yds. wide, 8/4 rugs also Repeat 18"

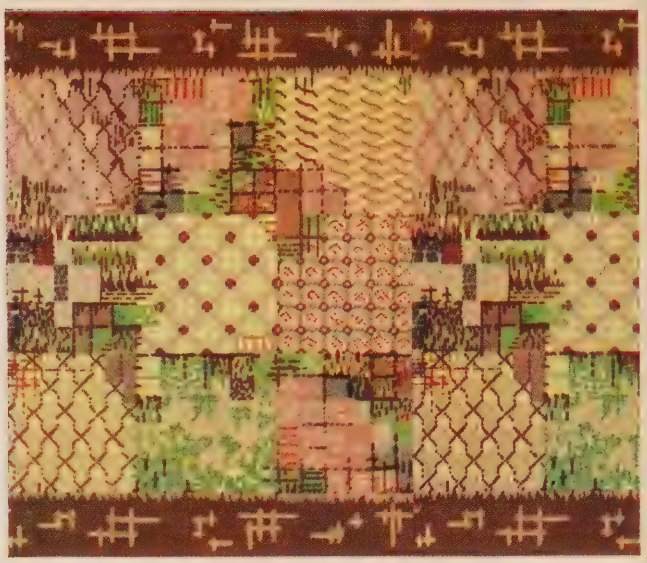


No. 4866 2 yds. wide, 8/4 **No. 5866** 3 yds. wide, 12/4 Repeat 18"



No. 4825 2 yds. wide, 8/4 only Repeat 9"

No. 7721 Width 24" Repeat 18"



No. 7724 Width 24" Repeat 18"

Hall Runners — *Above* — *Armored with* BAKELITE; *below* — ECONOMY

No. 8811 Width 24" Repeat 18"

No. 8815 Width 24" Repeat 18"

No. 8876 Width 24" Repeat 18"

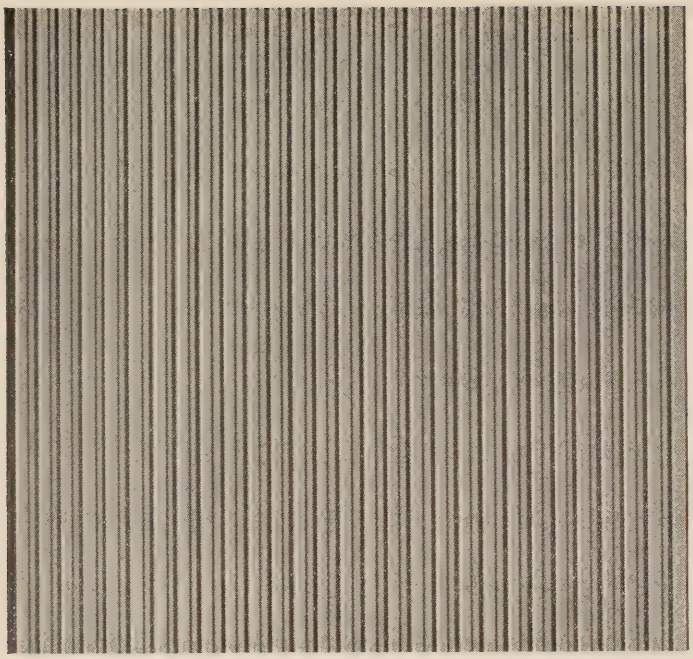
No. 8871 Width 24" Repeat 18"

No. 126 24", 36", 72" Widths

No. 153 24", 36", 72" Widths

No. 124 24", 36", 72" Widths

No. 152 24", 36", 72" Widths



U. S. Patent No. 2,009,966 27″ and 36″

BIRD RUBBERLIKE MATTING

RUBBERLIKE is a better bargain for most places than a real rubber runner. It will lie flat without being fastened down. As the name implies it looks and acts like rubber and is an exceptionally fine general utility aisle covering.

FELT LINING . . . The layer's best friend

BIRD DRY LINING FELT

Made in ¾ lb., 1 lb., and 1½ lb. weights

An exceptionally strong, dense felt. Gives an unusually strong bond and requires less cement than the average dry lining felt.

BIRD SATURATED LINING FELT

Standard and Heavy Weights

Bird Saturated Lining Felt has greater strength than a dry felt, requires a minimum of cement, and is moisture resistant.

CHROMALIN—

Directions for Laying, Care and Upkeep

Keep in a temperature of 70° for twenty-four hours before unrolling. Lay it on its side before unrolling.

A satisfactory floor covering installation cannot be expected over a worn and defective floor. The floor boards with raised edges, ends projecting above the level, protruding nails or high spots caused by knots, etc. should be leveled; sanding is the best method.

Wood floors which are damp must be dried out; concrete must be fully cured and then dried out. Do not lay on floors which rest directly on the ground or which are not well ventilated beneath.

INSTALLATIONS WITHOUT CEMENT—In laying without cement, do not use any Lining Felt. Leave a space of ⅛" between seams of the material and ¼" between the material and the walls.

CEMENTED INSTALLATIONS — Cemented installations should be made only over floors which have been smoothed, as referred to in paragraph two. Floor boards with high edges and projections will show through and make an unsatisfactory installation. Cemented installations should not be made on damp wood floors or in buildings long unoccupied, in which the floor boards are unduly swelled; first dry out the floors and then prepare as in paragraph two. Wide floor boards which may open or close more than ⅛" will not make a satisfactory floor for cemented installations. Concrete should be fully cured and dried out.

DIRECT CEMENTING—Direct cemented installations may be made over concrete and over wood floors where these are double boarded and finished with tongued and grooved floor boards not over 2¾" wide. The floor boards of course should be prepared as in paragraph two and not subject to excessive moisture variations which cause undue swelling and shrinking of the floor boards. Follow the directions for laying floor covering over lining felt. Any floor covering made on a backing of saturated felt will be difficult to remove after being pasted direct to the floor. We cannot assume any responsibility for any difficulty in this direction.

CEMENTING OVER LINING FELT—Cut lengths of Dry Lining Felt, ¾ lb. weight, to lie crosswise to the floor boards. We recommend Bird Dry Lining Felt. The edges of the felt should be fitted closely together, but must not overlap. Roll up half the length of the felt from one end and with the use of a paste spreader apply to the floor a thin, even layer of linoleum paste. Congoleum's, Armstrong's or Wolverine Linoleum Paste is recommended. Roll the felt into the paste as the pasting operation progresses. Make sure that there are no dry or unpasted spots. Roll the other half of the felt back and paste in the same manner.

Roll each section of the felt with a heavy roller as soon as it has been embedded in the paste. Roll from the middle toward the edge of the strip. Allow as much time as possible for the felt to dry before cementing to the felt. On large installations it should be allowed to dry at least overnight.

After the felt is dry, cut a length to be laid along one side of the room crosswise to the felt. Fit the side by scribing, cut and put it into place, and then fit the ends.

The next strip should be laid overlapping the edge of the first strip by about ⅛". Be sure that the edges are parallel. Fit the ends of this strip and paste it into place. Cut through the underlying piece along the edge of the overlying piece. Turn the abutting edges back and apply preferably waterproof cement under the edges. Follow this same process for each strip.

After cementing or pasting each strip use a heavy roller. Roll thoroughly from the center toward each edge until the adhesive has made a firm bond. The seams must be rolled until they are perfectly even and smooth. All seams should be weighted down for from six to ten hours. Heavy furniture or concentrated loads must not be moved onto or over the floor until the cement or paste has had an opportunity to set up and harden.

PROTECTION AND CARE—The floor covering must be protected from denting and gouging of sharp chair legs.

Several manufacturers make the kind of casters for desk chairs and gliders for straight chairs which we recommend. A list of these manufacturers and the styles recommended is given below:

Kilian Mfg. Co., 107 N. Franklin St., Syracuse, N. Y. Casters for desk chairs—No. D. C. 2101. **The Bassick Co.**, Bridgeport, Conn. Casters for desk chairs No. 9696. **Jarvis & Jarvis**, Palmer, Mass. Casters for desk chairs No. 2151 PON. **The Bassick Co.**, Bridgeport, Conn. Gliders for straight leg chairs. Drive-on type No. NR-30. Socket type No. NR-3.**The Bassick Co.**, Bridgeport, Conn. For desk and table legs—NOMAR—of proper size to fit.

Office chairs should be equipped with soft rubber wheel ball-bearing swivel casters. The wheel should be not less than 2" in diameter and ⅞" wide. They must be made of soft rubber.

Straight leg chairs should be equipped with swivel gliders of not less than 2" in diameter. Whether the glider should be of the "drive-on" or "socket" type depends upon the chair construction. In most cases, the "socket" type is best. (Continued on following page)

Desk and table legs should be fitted with square or round cups.

CLEANING AND UPKEEP—The floor covering should be washed as often as necessary to keep it clean. The normal accumulation of dirt can be removed by washing with Ivory or Lux soap, using sufficient quantity to make good suds. A thorough rinsing with clean water is essential to leave a clean floor. The rinsing water should be changed as frequently as necessary to keep it clean.

Such a thorough cleaning is only necessary at regular intervals, say once a week. In between times the floor can be kept clean by going over it with a damp cloth.

If the floor gets unusually dirty, or if it has been waxed without having first been properly cleaned, it is necessary to remove the wax to get at the dirt underneath. In such cases use Bon Ami, Old Dutch Cleanser, or Sapolio. (These soaps are strong and will ruin any floor covering if used continuously.)

Wet the floor and sprinkle on a small amount of soap powder. Use a scrubbing brush to work the wax and dirt loose. Work on a small area at a time, not over two or three feet square. Do not wet or apply the soap powder to any other areas until you are ready to clean them. Do not let the soap powder and water remain on the floor any longer than necessary. Rinse with clean water as soon as possible.

These soap powders will injure the floor covering unless great care is taken. Use the soap powder and water sparingly. Stop scrubbing after you have removed the dirt. Rinse each section thoroughly as soon as it is cleaned. Never use strong cleaning solvents or powders, such as Oakite or Wyandotte.

Stains such as tar or paint can be removed by turpentine, naphtha, or kerosene. The turpentine, naphtha, or kerosene must not be poured onto the floor covering. Pour a little onto a rag and remove the stain by rubbing. Wipe the floor clean afterwards.

WAXING—On large commercial installations, we recommend "hot" waxing. Before waxing the floors must be thoroughly cleaned.

On domestic floors and smaller commercial installations, we recommend a "solvent type" of wax, such as Butcher's or Johnson's. These waxes have the odor of turpentine and require buffing or polishing to bring out a lustre after they have dried. The turpentine in the wax helps to remove dirt. These waxes should be applied with a cloth. When the cloth becomes soiled replace it with a clean one.

If "self-polishing" or "water" wax is used, the wax manufacturer's directions must be carefully followed. The floor must be entirely clean before the wax is applied. These "water" or "self-polishing" waxes have no cleaning action. They are, however, "self-polishing" and require no rubbing to bring out the lustre.

After a thorough cleaning the floor should be re-waxed before it is walked on. If a "solvent" wax is used the floor must be allowed to become thoroughly dry before the wax is applied. A "self-polishing" or "water" wax may be applied as soon as the floor has been wiped dry. The floor covering should be re-waxed as often as necessary to maintain a bright, easily cleaned surface.

VARNISHING—Do not varnish under any circumstances because the varnish will not harden properly.

Instructions for the Care of

Bird Felt Base Floor Covering Products

It is unnecessary to scrub Bird Felt Base Floor Covering Products. A light rubbing with a damp mop or cloth will remove all dirt. Very fine scouring powders, such as Bon Ami, may be used with safety to clean Bird Felt Base Floor Covering Products. Never use coarse scouring powders. It is best to use mild soaps such as

Ivory Soap, Lux, Selox, Super Suds,
Rinso, Chipso, Shine-Brite, Mycoleum.

Never use naphtha, kerosene or gasoline to clean Bird Felt Base Floor Covering Products. Such solvents will destroy the printed surface.

In order to obtain unusually long wear, we recommend that two coats of varnish be applied, allowing at least forty-eight hours between coats. This will prolong the life of the floor covering. Any good light-colored varnish such as Valspar is satisfactory. All varnishes cause some yellowing, therefore, when varnishing over light patterns it is important to use a light-colored varnish so as to minimize the effect of discoloration. Do not varnish the floor covering until it has been in use for two or three months. If varnish is applied before the floor covering has reached its natural degree of expansion or contraction, cracking of the varnish surface may occur. Care should be taken not to varnish floor covering that has previously been waxed. Varnish over wax dries very slowly or not at all.

We do not recommend the use of oil dressings. Oil dressings are usually of non-drying character.

We do not recommend the use of wax on Bird Felt Base Floor Covering Products. Wax does not add to the wearing qualities. The surface of our material is so glossy, smooth, and hard that it has very little tendency towards collecting dirt in its original form.

Shellac is not satisfactory for use on Bird Felt Base Floor Covering Products. While shellac discolors less than varnish, it gives a brittle finish which chips off very readily.

Code Words 1938 Spring Patterns

BIRD CHROMALIN RUGS

Patt. No.	9x15	9x12	9x10½	9x9	7½x9	6x9
9341	—	Calm	Daco	—	Gaff	Haddock
9346	—	Calx	Dair	—	Gait	Haft
9381	—	Camer	Dane	—	Gall	Hammer
9383	—	Carcel	Dato	—	Gamin	Hark
9411	Babe	Carom	Dax	—	Gander	Hekla
9412	Badger	Cartoon	Deino	—	Gamp	Helix
9421	Balad	Casab	Deka	—	Garron	Herrin
9425	—	Casino	Delta	—	Gatun	Hexite
9431	—	Caviar	Deon	—	Geom	Hind
9436	—	Caw	Desert	—	Ginger	Hive
9441	—	Celery	Dexter	—	Giraffe	Hoax
9447	—	Celt	Diaz	—	Glacial	Hock

ECONOMY RUGS

Patt. No.	9x15	9x12	9x10½	9x9	7½x9	6x9
2781	Blot	Canso	Danube	—	Gary	Hertog
2801	—	Cyrene	Dossil	Frost	Grain	Hunt
2803	—	Cyme	Duel	Flock	Gala	Howl
2807	—	Collie	Dingo	Fire	Gram	Hum
2811	—	Corn	Drag	Fern	Grape	Hut
2812	—	Cutter	Demo	Fillet	Geol	Hovel
2818	—	Curry	Dose	Filar	Gazer	Honey
2853	—	Cube	Delin	—	Gemo	Hotch
2856	—	Crime	Drava	—	Gower	Hebe
2891	—	Chip	Drama	Friar	Grub	Humid
2892	—	Clap	Drench	Frog	Guilt	Hydra
2895	—	Claw	Drone	Fudge	Gully	Hyena
2900	—	Cloak	Duma	—	Gypsy	Hypo
2901	—	Clown	Dunlin	—	Gyro	Heddle
2905	—	Cloud	Dutch	—	Guava	Hurdle

BIRD Floor Covering Armored with BAKELITE*

Patt. No.	8/4	Patt. No.	12/4
3244	Xsalt	1244	Xturtle
3370	Xsaracen	1370	Xtweed
3486	Xsea	—	—
3521	Xscalp	1521	Xtie
3526	Xsenate	1526	Xtoil
3552	Xswan	1552	Xtank
3555	Sudan	1555	Tar
3581	Xsagit	1581	Task
3583	String	1583	Tarno
3584	Xsago	1584	Tenor
3610	Sylva	—	—
3613	Synod	—	—
3615	Surro	1615	Xtwine
3616	Sunda	1616	Xtuna
3713	Xsabad	—	—
3719	Xsacro	—	—
3731	Xsaline	—	—
3733	Xsanger	—	—
3735	Xsans	—	—
3741	Xsaul	1741	Xtablet
3743	Xscallop	1743	Xtace
3746	Xscan	1746	Xtagal

ECONOMY FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
4781	Sintax	—	—
4790	Semp	—	—
4796	Sauce	—	—
4823	Serum	5823	Tour
4825	Spion	—	—
4826	Situs	5826	Tower
4853	Swiss	—	—
4856	Spartan	—	—
4858	Surf	—	—
4861	Stone	5861	Trump
4863	Stoke	5863	Tokay
4866	Steam	5866	Tribe
4900	Scheme	—	—
4901	Screw	—	—
4905	Seal	—	—
4911	Senlis	5911	Talc
4913	Shang	5913	Tax
4915	Shun	5915	Thud
4925	Sign	—	—
4926	Siva	—	—

BIRD Rugs Armored with BAKELITE*

Patt. No.	9x15	9x12	9x10½	9x9	7½x9	6x9
6370	Xbond	Xcute	Xdivan	Xfico	Xgumbo	Xhexose
6521	Xbraga	Xcook	Xdive	Xfish	Xgoban	Xhorse
6526	Xbolton	Xcintra	Xdoff	Xflint	Xgourd	Xhue
6551	Xbar	Xcastle	Xdice	Xford	Xglobe	Xhead
6555	Xbamboo	Xchalet	Xdirk	Xfloat	Xgobble	Xhoist
6561	Xbaron	Xcattle	Xdole	Xfuse	Xgondola	Xhera
6562	Xbarter	Xchop	Xdove	Xflexo	Xgown	Xherod
6591	Bab	Cabril	Dace	Fable	Gage	Habit
6593	Babble	Cad	Daff	Facil	Gale	Hall
6597	Bacon	Calab	Dagon	Faith	Galop	Harp
6598	Bark	Calam	Daisy	Fame	Gang	Hay
6601	Bazar	Calda	Dale	Fan	Garb	Helmet
6605	Beck	Cameo	Dana	Farm	Gavel	Hen
6610	Beetle	Canoe	Dance	Faust	Gem	Herd
6613	Bemo	Canvas	Dawn	Ferry	Ghost	Hero
6615	Berry	Carol	Deacon	Feud	Glory	Hip
6616	Bias	Carnot	Deer	Fife	Goat	Holly
6741	Xbando	Xchat	Xditch	Xflute	Xgoby	Xhomo
6743	Xbasset	Xcheno	Xdodge	Xfolio	Xgoshen	Xhonk
6746	Xbarab	Xcherry	Xdomino	Xfork	Xgrenad	Xhood
6751	Xbarge	Xcheval	Xdorian	Xforge	Xgrind	Xhornet
6752	Xbash	Xchiam	Xdragon	Xfray	Xgrocer	Xhostage
6753	Xbaton	Xchink	Xduck	Xfume	Xgrotto	Xhulk

BIRD CHROMALIN FLOOR COVERING

Patt. No.	8/4	Patt. No.	12/4
245	Koran	—	—
261	Kam	561	Tram
271	Kite	—	—
311	Spider	—	—
312	Sabot	—	—
316	Sack	—	—
321	Sada	—	—
325	Salad	0325	Thaw
326	Salic	—	—
341	Samlet	—	—
346	Salute	0346	Tonsil
349	Saxon	—	—
361	Seton	0361	Trawl
366	Shad	0366	Trinket
371	Shark	0371	Turkey
374	Soso	0374	Twill
381	Sheba	681	Tanis
383	Shog	683	Text
385	Swim	685	Tulip
391	Siren	691	Top
396	Sky	—	—
401	Sound	—	—
403	Spank	—	—
405	Spread	—	—
430	Squirrel	—	—
431	Stipe	—	—
433	Storax	—	—
434	Strol	—	—
435	Sumac	—	—
439	Sutra	—	—

BIRD CHROMALIN PLAIN

Patt. No.	8/4	9"	⅝"	1"
6	Sinew	Sage	Spasm	Somal
7	Sorg	Stick	Snap	Sickle
8	Sperry	Stem	Spark	Simar
10	Stalk	Sidney	Sexton	Scoff
11	Surrey	Shovel	Silo	Scoop
13	Sacket			
15	Sham			
17	Scroll	Shrub	Sleigh	Scrap
18	Sailor			
19	Sallow			

BIRD CHROMALIN JASPE

Patt. No.	8/4 Only
30	Sinit
31	Scorn
32	Samite
33	Steward
35	Serb
50	Sampa
51	Saphire
53	Scowl
54	Screen
56	Sedate

CHROMALIN ASSEMBLED BORDERS

Patt. No.	Feature	Body	Code
206-C	Red	Black	Spurn
206-B	Green	Black	Shawl
206-E	Orange	Black	Star
206-F	Yellow	Black	Static
206-D	Blue	Black	Statue
206-A	White	Black	Slam

[continued on following page]

Shipping Weights

Bird Chromalin Rugs	Packed	Average Ship. Wgt.
9′ x 15′	1 to roll	59 lbs.
9′ x 12′	1 to roll	50 lbs.
9′ x 10′6″	1 to roll	41 lbs.
9′ x 7′6″	1 to roll	31 lbs.
9′ x 6′	1 to roll	25 lbs.

Bird Chromalin Floor Covering

Patterned	8/4 (2 yds. wide)	60 sq. yds.	232 lbs.
Patterned	12/4 (3 yds. wide)	75 sq. yds.	288 lbs.
Plain	8/4 (2 yds. wide)	60 sq. yds.	244 lbs.
Jaspé	8/4 (2 yds. wide)	60 sq. yds.	244 lbs.

Bird Rugs Armored with BAKELITE*

9′ x 15′	1 to roll	59 lbs.
9′ x 12′	1 to roll	48 lbs.
9′ x 10′6″	1 to roll	44 lbs.
9′ x 9′	1 to roll	37 lbs.
7′6″ x 9′	1 to roll	31 lbs.
6′ x 9′	1 to roll	26 lbs.
3′ x 6′	1 or 4 to roll (1 pattern only)	31 lbs (4 rugs)
3′ x 4′6″	1 or 4 to roll (1 pattern only)	24 lbs. (4 rugs)
1′6″ x 3′	12 to carton (1 pattern only)	25 lbs.

Bird Floor Covering Armored with BAKELITE*

8/4 (2 yds. wide)	60 sq. yds.	210 lbs.
12/4 (3 yds. wide)	80 sq. yds.	302 lbs.

Bird Hall Runner Armored with BAKELITE*

24″ wide	60 lin. yds.	142 lbs.

Bird Rug Border

24″ wide	60 lin. yds.	106 lbs.
36″ wide	60 sq. yds.	151 lbs.
72″ wide	60 sq. yds.	155 lbs.

Economy Rugs

9′ x 15′	1 to roll	47 lbs.
9′ x 12′	1 to roll	38 lbs.
9′ x 10′6″	1 to roll	34 lbs.
9′ x 9′	1 to roll	29 lbs.
7′6″ x 9′	1 to roll	24 lbs.
6′ x 9′	1 to roll	20 lbs.

Economy Floor Covering

8/4 (2 yds. wide)	60 sq. yds.	171 lbs.
12/4 (3 yds. wide)	80 sq. yds.	225 lbs.

Economy Hall Runner

24″ wide	60 lin. yds.	107 lbs.

Rubberlike Matting

27″ wide	33 1/3 lin. yds.	110 lbs.
36″ wide	25 sq. yds.	110 lbs.

Bird Lining Felt · Saturated

Standard weight	50 sq. yds.	75 lbs.
Heavy weight	50 sq. yds.	125 lbs.

Bird Lining Felt · Dry

¾ lb. per sq. yd.	50 sq. yds.	40 lbs.
1 lb. per sq. yd.	50 sq. yds.	53 lbs.
1½ lbs. per sq. yd.	50 sq. yds.	75 lbs.

Code Words 1938

SPRING PATTERNS

Asstd. Chromalin Rugs	9x15	Acid
Asstd. Chromalin Rugs	9x12	Ace
Asstd. Chromalin Rugs	9x10½	Alto
Asstd. Chromalin Rugs	7½x9	Antar
Asstd. Chromalin Rugs	6x9	Argus
Asstd. Chromalin Patterned	8/4	Ark
Asstd. Chromalin Patterned	12/4	Abuse
Asstd. Chromalin Plain	8/4	Atlas
Asstd. Chromalin Jaspé	8/4	Aster
Asstd. Armored With BAKELITE* Rugs	9x15	Atom
Asstd. Armored With BAKELITE* Rugs	9x12	Abad
Asstd. Armored With BAKELITE* Rugs	9x10½	Altim
Asstd. Armored With BAKELITE* Rugs	9x9	Aztec
Asstd. Armored With BAKELITE* Rugs	7½x9	Aurig
Asstd. Armored With BAKELITE* Rugs	6x9	Anzac
Asstd. Armored With BAKELITE* Rugs	1½x3	Arcto
Asstd. Armored With BAKELITE* Rugs	3x6	Argen
Asstd. Armored With BAKELITE* Rugs	3x4½	Ares
Asstd. Armored With BAKELITE* Floor Covering	8/4	Arion
Asstd. Armored With BAKELITE* Floor Covering	12/4	Asap
Asstd. Armored With BAKELITE* Rug Border	24″	Ascot
Asstd. Armored With BAKELITE* Rug Border	36″	Ashur
Asstd. Armored With BAKELITE* Rug Border	72″	Asnod
Asstd. Armored With BAKELITE* Hall Runner	24″	Arch
Asstd. Economy Rugs	9x12	Axmin
Asstd. Economy Rugs	9x10½	Aves
Asstd. Economy Rugs	9x9	Avalon
Asstd. Economy Rugs	7½x9	Austro
Asstd. Economy Rugs	6x9	Bala
Asstd. Economy Floor Covering	8/4	Berl
Asstd. Economy Floor Covering	12/4	Blim
Asstd. Economy Hall Runner	24″	Bolo

(Continued from preceding page)

BIRD LINING FELT SATURATED

Weight	*36″*
Standard	Quince
Heavy	Quail

BIRD LINING FELT · DRY

Weight	*36″*
¾ lb.	Zion
1 lb.	Zinc
1½ lb.	Zeal

ECONOMY HALL RUNNER

Patt. No.	*24″*
8811	Wafer
8815	Wake
8871	Wane
8876	Warm

BIRD HALL RUNNER Armored with BAKELITE*

Patt. No.	*24″*
7721	Xweb
7724	Xwit

BIRD RUG BORDER

Patt. No.	*24″*	*36″*	*72″*
124	Jake	Anon	Eve
126	Jam	Age	Edge
152	Jute	Arbor	Ensign
153	Jetty	Arab	Elm

16
3 | 55

15

15

83
18 | 1500
144
60
54

83 1/2

47
3
141

49
3
147

147
18
176
176
176

125
2115
320
300
2860
2790

465
523

260
2625
2885
2900
2955
3360

435
2180
2615
2615
2640

260
2625
890